



A NEW CALENDAR FOR A NEW WORLD.

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**M**ANKIND would be immeasurably buoyed and strengthened could it depend unhesitatingly on reliable, harmonious, well-organized and coordinated systems, such as the solar system. This is composed of nine independent and different planets, each of which moves in its own free orbit, yet all unite in revolving around the center point, the sun. There is thus formed a harmonious, balanced and united group—a shining example for man's constant guidance.

Another system, closely related to the solar and equally as important to man, is Time. The reckoning of Time is unique in that it is twofold, measured by the clock for recurrent hours of the days and by the calendar for recurring seasonal years. The clock in its smooth, flowing movement of rhythmic seconds, minutes and hours is an ideal prototype of the harmonious solar system. This is not true of the calendar, which is meandering, unreliable, irregular; nothing meshes but everything clashes in unreasonable confusion.

Successful invasion and war strategy depend upon the complete co-operation and coordination of all the various branches of the fighting forces. Anything less causes a weak link and the stupendous task is endangered. The importance of willing cooperation among the many branches that weld and form the whole cannot be too strongly stressed.

If man wishes to achieve cooperation and coordination for maximum and best results, it is outright common sense that the calendar be given a rhythmic arrangement and harmonious pattern similar to those inherent in the solar system and clock-time.

The World Calendar accomplishes this and belongs inevitably to the progressive changes of a new and better world. Its adoption should not be denied because of any special or self-interest which would deprive mankind of this better time-system. The World Calendar of 12 months and equal quarters, with its global World Holidays "for the healing of the nations," belongs to all mankind and to the entire world.

# CALENDAR REFORM

April, May, June

1944

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EMERSON BREWER, Editor

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# AMERICAN INSTITUTE OF ACCOUNTANTS APPROVES THE WORLD CALENDAR

*The American Institute of Accountants, the national organization of certified public accountants in that field, is the Phi Beta Kappa of the accounting fraternity. For many months this organization has been studying The World Calendar of 12 months and equal quarters. A committee, made up of Ernest G. Maihack, Chairman, W. E. Pollard and Herbert H. Rapp, submitted the results of their findings to the Council, which accepted the report in toto. The report needs no editorial embellishment and is carried as submitted.*

THE greatest objection to the present calendar is its shifting nature. The present civil calendar has been in use in the English-speaking countries for less than 200 years, and in some other countries for less than 20 years, but man has been using—and improving—his calendar for nearly 9,000 years. A twentieth-century calendar improvement is at hand. Since the present calendar was adopted, the world's tempo and mood have changed. Our lives, our habits, and our needs have changed. Civilization is ever devoted to the ideal of progress to make life simpler and better for all people.

The new World Calendar of twelve months and equal quarters, as sponsored by The World Calendar Association, Inc., of New York, is a sturdy young successor, easy to adopt, and now ready for adoption. It would be folly to ignore any longer the need for a new and improved civil calendar. There is so much to be gained, with so little effort.

The present Gregorian calendar was the first calendar to be constructed in conformance with complete knowledge of a true length of a solar year—the time it takes the earth to complete the four seasons. It took many thousands of years before mankind attained the scientific knowledge necessary to calculate the correct length of the solar seasonal calendar. During this process many habits, superstitions, and foibles were acquired, which the makers of the Gregorian calendar were unable to discard at the time.

The present calendar still labors under the blight of those old customs. As an example, we wonder why February is so ridiculously, disproportionately short—10 per cent shorter than January or March. The reason for this is because it was the last month, the stepchild, in the calendar of the early Romans, who therefore did not scruple to shorten it so as to lengthen other months. The calendar of today is really a conglomeration of fourteen different calendars, because the month's-date can come on any of the seven days of the week, in both regular and leap years. For instance, March 15th, our familiar federal income-tax due date can come on Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, or Sunday, in regular years, and in Leap Year it is pushed back one day because of February 29th. Under the present calendar, holidays jump around the week on various days. In 1939, March 15th fell on a Wednesday, whereas in 1943 it fell on a Monday.

The World Calendar represents an improvement in the Gregorian calendar under which nearly all of the world is operating. The World Calendar, as it stands today is precisely the calendar arrangement that has been decided to be the most practical, the most scientific, the most generally accepted, and the most easily adopted. The plan as to how it works is very simple: The modern calendar is based upon the solar year, is 365 days long, with an extra day inserted—which calendar makers call “intercalated”—every four years. Of course 365 is not divisible into quarters, neither is 366: but 364 is. Consequently what is needed for a new World Calendar is equal quarters—and as nearly equal months at the present number of 365 will permit. So a day is set aside. With 364 as the base, the year is divided into four quarters of 91 days each. The new calendar is then on an easily understood basis of a twelve-month year, which means that each quarter includes three months. Furthermore, since 91 is one quarter of 364, it is simply a division of 91 into three equal months, by making the first month of each quarter contain 31 days; and the other two months consist of 30 days each. Therefore, a pattern for the quarter—31, 30, 30, repeating itself regularly four times a year is the result. This then gives January, April, July, and October 31 days each, the rest of the months having 30 days each.

As a result of this equal division as outlined above, it is next necessary to bring the calendar into line with common sense and plain logic and have every year, and consequently every quarter, begin on the same day—Sunday—the first day of the week. This then means that the same date of the month would come on the same day of the week every year, thereby preventing the hopping around of a day throughout the week. The universal recognized holiday of Christmas, December 25th, would under the new World Calendar, fall on a Monday every year.

As for the 365th day it would be set aside since it would be the odd day of every year. The World Calendar Association, chief sponsor of the cause of calendar improvement, accepts the consensus of authority that the logical place for the 365th day is at the end of December. It is also recommended that it be designated as a World Holiday by all countries adopting the new calendar. On that day, the calendar takes a holiday and so may everyone. The World Holiday is an extra Saturday called Year-End Day, December W (31st). There is another inserted or intercalary day to be reckoned with, and that is Leap-Year Day, existing in the present calendar at February 29th. This day which comes every four years, represents an approximate adjustment to take care of the extra five hours, 48 minutes, and 46 seconds that astronomical calculation shows to be the excess of the solar year over an exact 365 days. The World Calendar places Leap-Year Day at the end of June, in the middle of the year, thereby balancing the calendar. Again it is an extra Saturday and a World Holiday, June W (31st).

The greatest objection to the present calendar is its shifting nature. Days and dates never agree; weeks roam crazily in and out of the month; months that we must count either with the aid of knuckles on our hands or recite a childish rhyme in order to vacillate between 90 and 92 days; half-years likewise are unequal varying between 181 and 184 days; and the new year always begins on a different day in the week. Nothing stays put. Elisabeth Achelis, president of The World Calendar Association, points out that our calendar is so planless and has so little order and no coordination that it confuses accounting systems, business efficiency, school and college schedules, and our many daily affairs which include clubs, family life, civic and defense duties. Comparability is almost impossible and the holidays break awkwardly into the week, haphazard fashion.

There are fourteen nations that have given their official approval of the new World Calendar plan—Afghanistan, Brazil, Chile, China, Estonia, Greece, Hungary, Mexico, Norway, Panama, Peru, Spain, Turkey, and Uruguay. This is an interesting list as it cuts through national, racial, color, and religious barriers, a true indication that time, the civil calendar, belongs to and affects us all alike.

As for the changeover date from the present calendar to The World Calendar, it is suggested that the changeover take place commencing with January 1, 1945, which would fall on a Sunday. To effect the commencement, the present calendar date known as Sunday, December 31, 1944, is eliminated. This process would then commence the running of the new world calendar on a Sunday at the beginning of the year 1945.

As for its adoptability, it is interesting to quote such a personage as the Honorable Dave Hennen Morris, member of the American Advisory

Committee, The World Calendar Association, and formerly United States Ambassador to Belgium. "For many years I have been actively interested in the movement for a world language, one that is simple in structure, precise, easy to learn, and free from hidden prejudices and misunderstandings in the meaning of its words. Because of my desire to further greater understanding and unity among all people, I have also been increasingly interested within the past few years in the movement for improving our antiquated and inadequate calendar."

"Statisticians and Accountants" as mentioned in the *Business Digest*, Chicago, January, 1938, "who have to struggle with comparisons of months of varying lengths, stylists who must cope with an Easter that may fall anywhere between March 22nd and April 25th, churchmen who must step warily along the intricate calibrations of an ecclesiastical calendar superimposed on the secular calendar, have been suggesting for years that something be done about our unsymmetrical calendar."

As for the natural business year, Walter Mitchell, Jr., of the Research and Statistical Division of Dun and Bradstreet, writes from the viewpoint of an accountant, that any general adoption of the fiscal closing dates on a sound business basis would be beneficial to him. Under present conditions, certified public accountants commonly work to the point of complete exhaustion during the first three months of every year and find their time largely idle during the remainder of the year. Some time ago it seemed to members of the accounting profession that the community of interest made evident by these two facts warranted a study of a possibility of arranging for fiscal closing dates which would be more convenient for all concerned.

The result was the organization of the Natural Business Year Council sponsored by the American Institute of Accountants. It included representatives of the Robert Morris Associates, analysts of bank operating figures; American Management Association, which deals with engineering and management problems in industry; the National Association of Cost Accountants; and a credit-report agency. This group held meetings for discussion and assembled a file of all previously published information pertinent to their problem. They found that adequate data were available for relatively few lines of industry and trade. They also found conflicts in recommendations—one authority recommending a closing date for a given industry and another advocating some other time. The Council endeavored to check all this information by questionnaires to trade associations and representatives of the industries concerned. They found the idea of a natural business year so little understood that complete and repeated explanations were needed before interest was evident in any industrial group. Even when interest was aroused in the abstract problem, more

definite facts about the seasonal cycle of a given industry were necessary if the industry was to be convinced that a radical change was desirable for the traditional closing of books with the calendar year.

In selecting closing dates for recommendations to an industry, the end of a quarter year has been chosen wherever possible, so that concerns adopting the suggestion will be still able to compare their quarterly figures with other concerns or other lines of business operating on a calendar year, or closing their books on a fiscal year at the end of another quarter. From this standpoint the equal quarter-years which would result from adoption of The World Calendar should be an advantage, in that comparability by quarter-years would be more accurate than under the existing calendar. At present, accurate comparisons can only be made by adjustment for the number of working days. This is inaccurate at best, and in any case is seldom used by businessmen, who lack both the method and time for making such calculations. (*Journal of Calendar Reform*, March, 1938).

As a lawyer sees it, George Gordon Battle in the *New York Law Journal* points out that proposals to reform the present calendar must necessarily attract the attention of the lawyer in active practice, for there is perhaps no one to whom the calendar is more important. It has been suggested that the lawyer's diary is as indispensable to him as a schedule and a watch are to the locomotive engineer. The comparison errs on the side of understatement, for the diary of the active lawyer varies so greatly from day to day and touches on so many different aspects of so many different matters that it would be more nearly comparable to a railroad schedule which changed completely every day, if not indeed more often.

Other prominent persons, well known to our professions who endorse The World Calendar, are Dean John T. Madden, of New York University; Dr. Jules Bogen, editor of the *New York Journal of Commerce*; James Rowland Angell, former president of Yale University; Myron C. Taylor, director of the United States Steel Corporation; church officials; business leaders; educators; statesmen, and such a long list of others that would make it impossible to print herewith.

A resolution passed by the Milwaukee Society of Accountants, at a regular meeting held at the LaSalle Hotel on November 11, 1941, after due consideration "Resolves that after a thorough discussion of the merits of the new World Calendar, it heartily endorses this plan and gives its full moral support to this change in our calendar and earnestly hopes for the complete success of the Association striving for this beneficial change."

The Chamber of Commerce views, as pointed out by Professor M. H. Deslandres, who was a member of the 1921 Commission on Calendar Reform of the International Chamber of Commerce, indicates that an adoption of a plan similar to The World Calendar has been recommended by

several international congresses of Chambers of Commerce.

Seasonal variations are commented upon by Wilbert G. Fritz, Instructor in Financial Research, at the University of Pittsburgh, when he says, "As a research worker, I have encountered endless difficulties from the constant shifting of days and periods in our archaic calendar. Some of the most striking difficulties are found in the monthly indexes, but even more serious ones occur in the weekly indexes.

"Department store sales, for example, rise to great heights before Christmas Day and drop to unusually low levels thereafter. Imagine the difficulties of measuring seasonal variation when, as this year, there are five full shopping days in the week before Christmas Day and none in the same week after Christmas Day, whereas last year there were four shopping days before and one after.

"I am much opposed to the present calendar, which has been devised arbitrarily and handed down to us by custom. The chief advantages of a 12-month revised calendar over a 13-month plan is its divisibility, an end greatly to be desired. It has the merit of symmetry, fixity and divisibility."

Henry W. Bearce of the United States Bureau of Standards, writing in a publication approved by the Director of the Bureau of Standards of the United States Department of Commerce, points out that "the principal defects of our present calendar may be listed as follows:

- (1) The calendar year is of non-uniform length; ordinary years containing 365 days, and leap years 366 days.
- (2) The calendar year is not evenly divisible into weeks, ordinary years containing 52 weeks and one day, and leap year 52 weeks and 2 days.
- (3) The calendar year is not divisible, by months, into halves and quarters of uniform length.
- (4) The months are of unequal length.
- (5) The months are not evenly divisible into weeks.
- (6) The date of Easter and other 'movable festivals' is not fixed.

"The above principal defects are more or less closely interrelated, and out of them flow a wide variety of secondary defects or inconveniences. For example, the first defect comes from the fact that the astronomical or tropical year does not contain an integral number of days. The length of the tropical year being slightly less than  $365\frac{1}{4}$  days (365.2422 days, more exactly), it is apparent that if the calendar year is to contain an integral number of days the best that can be done is to make some years contain 365 and others 366 days."

Respectfully submitted,

ERNEST G. MAIHACK, *Chairman*

W. E. POLLARD

HERBERT H. RAPP

August 30, 1943.

# STATE GOVERNMENTS NEED THE WORLD CALENDAR

By O. K. Armstrong, Member of the Missouri House of Representatives

*Mr. Armstrong, as a citizen of Missouri and an author, has long been interested in the subject of calendar reform.*

EVERY man or woman in public life today must be conscious of the need for calendar reform. Our Gregorian calendar is as out of date as the ox cart.

Even a state assemblyman gets letters about it, like the following I received from the manager of a Missouri trucking company:

"Dear Sir: While the legislature is trying to improve government, why can't you do something about the calendar? I need to plan my work, my transportation schedules and my pay rolls, far ahead on the basis of both the months and the quarters of years. There's too much difference between February with 28 days and the months with 31 days. I was trained as an engineer. Can't you call in some engineers and let them fix up a uniform calendar?"

I had to write my friend, as I've written merchants, school superintendents, ministers and others, that there's simply nothing a state legislature can do about it—officially. We can't adopt a reformed calendar for Missouri while Illinois, Kansas and the rest of our neighbors hobble along with the old one. The matter will have to be tackled not only nationally, but in cooperation with other nations of this globe. But we in positions in state government can express opinions and offer advice. We can put in our word for calendar reform.

My friend in the trucking business has a good idea in calling for the help of engineers. Clearly, the job of calendar reform is to streamline our method of time-accounting, in months, quarters and years, in the same way our technicians improve a highway or a motor vehicle. The needs of our modern complex life demand it.

One matter of great importance in a state assembly is the granting of appropriations. Money for this, money for that. Every public service must be supported by funds from the taxpayers. (Hasn't everybody found that out?) In allocating appropriations, we constantly meet the problem of unequal months and quarters.

In Missouri, the governor of our state is empowered to release appropriated funds on a quarterly basis. With unequal quarters, we find more money to spend during one quarter, and less money another. There is definitely a need for uniformity.

Most public pay rolls are drawn up on the basis either of annual salaries or monthly wages. The inequality of the months is so well known as to need no further comment. Annual salaries have to be paid in monthly or bimonthly accounts, and here again the lack of uniform lengths of time is obvious.

Another great problem in governmental life and work is that of holidays. We do not minimize their importance, nor detract from the honor due the person or the occasion giving rise to holidays when we say that they play hob with office routine and other factors of public administration. That's not because there are so many of them. It's because there's no way to stabilize them on the present calendar. It is well known that holidays occurring in midweek present a great handicap to orderly functioning in both government and business. The fact that Christmas and other holidays may fall on Monday, Tuesday, Friday or any other day of the week, year by year, presents an even greater problem. Any calendar which would tie down the holidays would be a boon.

Uniformity and regularity in our time-plans are needed in every department of state government. What's our single biggest public expenditure? It's not highways nor crime nor insecticide. An average over all the states shows it's *education*. Our universities and colleges have to turn mental handsprings annually to plan schedules for the year ahead. The eccentric fluctuations of our Gregorian calendar cause untold expenses just for planning.

In some states, I am informed, the problem is more acute than in Missouri. Teachers must teach a stated number of days before their schools can participate in certain funds and appropriations. Lack of uniformity in dates from one term to another works a handicap under such arrangements.

I predict that if and when a reformed calendar is adopted, schedules for school purposes, from kindergartens to graduate courses, will become standardized, with openings of universities, colleges and public and private schools, the holidays, and dates for graduations, falling on the same days each year. That, as any school man will tell you, would be something!

Increasingly, governmental units are utilizing part-time employees. Generally, they are specialists who devote some time to public service, or skilled workers needed for particular jobs. Uniformity in months and quarters would be a blessing to our auditors and paymasters who account for such work.

The collection of taxes is as important to government as the granting of appropriations. With increased burdens for state and national expenditures, taxpayers are being permitted periodic instead of annual payments of taxes, in line with the "pay as you go" policy. Unequal months and quarters prevent a just and equitable division for periodic tax collections.

In our household, we've become used to the "24-hour clock" because our son in the Navy uses the new daily time-reckoning in his letters to us. When he says 15:30 o'clock we know that's 3:30 in the afternoon. All military services use the 24-hour clock, thus eliminating one historic cause for confusion as between hours of the morning and afternoon. It seems logical that if this improvement is desirable for the military, it is desirable also for civil departments of our government, and for general use as well. So greatly needed is the uniform calendar that we wouldn't have to "get used" to it. We'd wonder how we ever did without it!

As we approach the crisis of this war and the inevitable postwar period, long-time planning is the watchword of the day. Programs of public finance, public works and reconstruction are already being laid out, by state and federal agencies, separately and in cooperation, for long years ahead. The order and stability of a calendar that could be constantly used, with uniformity in its divisions, become almost essential.

The same reasons for calendar reform on behalf of governmental organizations, in cities and counties, in our states and the nation, hold for business, labor, industries and the professions. After all, government is a business—public business, attending to public protection and welfare, establishing order and justice.

I have made some study of proposed reformed calendars. One that received considerable prominence some years ago was the "lunar" calendar, in which each month was equal, with 13 months of 28 days each. That meant a total of 364 days, and, obviously, there would be another day to account for every year and the extra day every leap year.

But 13 months is simply out of the question so far as calendar reform is concerned, for you can have no quarters of years with 13 months. Any advantage you might find from months of equal days would be neutralized by this defect.

Another proposal I have studied is the Edwards Perpetual Calendar, which has been endorsed by the legislature of Hawaii. This calendar has 12 months, with equal quarters of 91 days, except the last quarter, which has 92. However, the New Year would begin on Monday. This makes an entirely unnecessary change. It discards Sunday as the first day of the week, thus running counter to deeply engrained tradition, both religious and secular.

It seems to me that any new calendar adopted by this country, and by other nations of the world, should have these characteristics:

Constant use. The same calendar, this year, next year, etc. Days and dates should always agree. Twelve months in the year. The first day of the week should be Sunday. The same number of business days each quarter and each year. Stabilized holidays and other days of regular annual observance.

There is one calendar—and the only one I know of—which fulfills all these requirements. It is The World Calendar, sponsored by The World Calendar Association, and endorsed by numerous public, business, civic and educational organizations. Fourteen nations have also given it approval.

The World Calendar divides the year into equal quarters of 13 weeks and 91 days. Thus it has the same number of business days in each quarter. The division of each quarter into three months of 31-30-30 days produces months as nearly equal as is possible. But what is of importance is the fact that every month has 26 weekdays exclusive of Sundays. The first day of the week would continue to be Sunday. This makes a calendar of 364 days.

It is true that the 365th day is added as an extra Saturday after December 30 has been reached. It should be designated as a World Holiday, so that government, business, social and educational schedules as well as payrolls would not be disrupted by unequal quarters of working time. The extra "leap year" day should also be a World Holiday, and could well be observed in midyear of every fourth year on another extra Saturday following June 30.

Holidays would be stabilized, falling on the same date and day of the week every year. And of great interest to governmental agencies, most of the holidays would fall on or next to Sunday, thus allowing a long weekend and preventing so many disruptions in midweek. New Year's and Lincoln's birthday would fall on Sunday. Easter Sunday would cease to wander over the spring calendar, provided the churches agree on a fixed Easter Sunday—shall we say the second Sunday in April? Labor Day would be Monday, September 4. Christmas would fall on Monday, December 25. Thanksgiving Day might well be made Saturday, November 25. Only the Fourth of July would occur on Wednesday, and this could be placed on Monday, July 2, when the Declaration was introduced in the Congress in 1776.

Since state governments have as great need for a reformed calendar as does the national government, and since our states deal more directly with local agencies and with the people, I feel that we legislators might well lend our influence to securing favorable consideration of The World Calendar in Washington.

A new, universal, constant calendar would be one more strong link in the chain being forged to bind the peoples and nations of the world together in the period following this great war.

# WHY NOT A LOGISTIC CALENDAR?

*By Elisabeth Achelis, President, The World Calendar Association*

*Asked by Porter Moore, Editor of "The Home Front" edition of Our Army magazine to discuss The World Calendar in its relation to our Armed Forces and pre-postwar and postwar conditions, Miss Elisabeth Achelis immediately associated the logistics of modern warfare with logistics in the civil world. The article, prepared especially for this edition, appears below.*

**W**ELL-DIRECTED plans, careful preparation, good timing and all-out cooperation are ever essential for progress and success.

Every soldier, sailor, marine and aviator, officer and enlisted man alike, realizes as never before the need for order, planning, preparation and the minute exactness of time. For practical common sense and simple wisdom the Armed Forces under its commanding officers accomplished a master stroke when it adopted the 24-hour clock system for its many branches. Previous errors, confusion and misunderstanding, which too often had resulted from the old A. M. and P. M. method, disappeared as by magic. Thus did the Armed Forces, quietly and efficiently, adapt itself to this new and better system of counting time by the clock. It did not hesitate to discard a completely unsatisfactory system.

Lieutenant General Brehon B. Somervell, to whom is entrusted the coordination of the various divisions of arming, feeding, clothing, fueling, transporting and healing the army, and burying its dead, has said: "Logistics is the science of transportation and supply in war. It is the art of getting the right number of the right men to the right place with the right equipment at the right time . . . Good logistics alone cannot win a war. Bad logistics alone can lose." The 24-hour clock system is an example of good logistics for more accurate timing.

Captain J. F. Hellweg, Superintendent of the United States Naval Observatory in Washington and guardian of our clock time, has for many years advocated a better and more adequate calendar. He realizes, as do many other leaders, that the superannuated calendar of the hoary age of Caesar, in its arrangement, no longer fits our age and era. Captain Hellweg has stated: "The United States Naval Observatory has approved

very strongly The World Calendar. Benefits from it are manifold, and the differences from long-established customs are negligible . . . My advice to all advocates of calendar revision is to devote their energies to the only proposal which meets all the requirements of the situation, with a minimum of upheaval and disturbance and a maximum of benefits to mankind —The World Calendar."

Our present calendar is an outstanding example of bad logistics. It has no plan—every year and month is different from other succeeding years and months. It has no order—months vary in length in a crazy hit-or-miss manner. It has no stability—January one year may have four or five Sundays and in others four or five Mondays or Tuesdays, or any other day of the week. And this is true of all the other months. The year too begins on different days of the week. It has no coordination—days, dates, weeks and months never agree.

This erratic and planless calendar exacts a toll from every one of us, greater than we realize. Valuable time, labor, money and material are daily sabotaged. It is one of the poorest tools with which we work. Particularly as there are so many immediate problems that require help, *not hindrance*, from the calendar.

As the Armed Forces improved upon the confused A. M. and P. M. clock time, so can civilians improve upon the present Gregorian calendar. This is made easy with The World Calendar ready and available for adoption.

Is this not a neat, simple plan for both the military and the civilians? With this ordered, stable, civil calendar of equal quarters, coordination among the various time-units is possible. The planning of all activities and daily affairs would be facilitated in every way. Contracts for production and distribution would be figured more accurately. Budgets, accounts, and payments of salaries and wages on agreeing days and dates would be more just. Holidays coming on the same day and date, year after year, would add immeasurably to the pleasure and convenience of all. Transportation, vacations and furloughs would be more easily arranged. But above all, adequate planning for the winning of the war and for the making of the peace would be materially *aided* by this ordered, steady and coordinated calendar. It is an outstanding example of good logistics. The accepted 24-hour clock time has proved a natural forerunner for The World Calendar.

This year 1944 is significant because the last four months in both the present and the proposed calendars are the same in their days and dates. This is possible because Sunday, December 31, and what would be the extra Saturday, December W (World Holiday), are both non-productive,

non-business days. The new year would then begin on Sunday, January 1, and the transition from the old to the new would be easy. The next available date when both calendars agree, without the loss or addition of days, would be Sunday, January 1, 1950. The World Calendar is actually functioning within 1944 in the last four months, and gives an excellent opportunity to everyone to observe its benefits because the quarter years are alike and equal.

An exceptional opportunity is presented to America. As Egypt of old initiated the solar seasonal year, as Julius Caesar introduced the leap-year day, as Constantine the Great inserted the seven-day week into the European calendar, as Pope Gregory XIII amended the leap-year rule for adjusting the calendar to the seasonal year, so can the United States, either acting alone or with other countries, plan and prepare to initiate The World Calendar for better days to come. With a 1945 adoption improbable, action should be taken in 1947 (a pre-presidential election year) which would give nations and civilians three years to get ready for the 1950 adoption.

Time is the most precious commodity we have; let it serve us well. Progress and success are not achieved by clinging to inadequate systems and patterns, for it is only with foresight and courage that we advance. Thus let us seize the opportunity and bring this new and improved calendar to reality, as did the Armed Forces with the 24-hour clock. (See advertisement on inside back cover.)

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### CHRISTMAS DATE BELIEVED ERRONEOUS

*From the Observer Dispatch, Utica, N. Y., December 26, 1943*

THIS Christmas was probably the year 1947 A. D. And even may have been 1954 A. D., the Astronomy Journal, *Sky & Telescope*, reminds scientists who try to solve the mystery of the Star of Bethlehem.

The calendar is not likely to be corrected for this uncertainty as to the date of Jesus' birth, and it also complicates the annual search for explanations of Christ's natal star.

Actually we now know, the Journal declares, that Jesus was born at least 1,947 years ago this Christmas, and maybe as much as 1,954 years ago. The uncertainty in the dates is ascribed to an error in calendar calculations, credited to an abbot of Rome, Dionysius Exiguus, in the sixth century.

The Journal points out also that the time of year when Jesus was born is a mystery. Until about the fourth century after his birth the date was January 6. Then the pagan festival of December 25, on the return of the sun, overwhelmed the opposition of church fathers and the nativity celebration was changed.

# THIS YEAR'S CALENDAR ONLY SIX YEARS OLD IN ENGLISH CHRONOLOGY

*By Dr. Benjamin F. Yanney, Professor Emeritus of Mathematics at Wooster College*

*From The Wooster Daily Record, Ohio, December 29, 1943*

OF the 14 different patterns of yearly calendar in the Gregorian system, that one will be employed for the year 1944 which is adapted to the leap year beginning with Saturday. This pattern was last used 28 years ago, for the year 1916. It will be the sixth time to be used in America since the adoption of the Gregorian calendar by England and the American colonies in 1752. It was employed, however, in that year also from September 14 to the end of the year, the third of September of that year of the Julian calendar having been advanced to the fourteenth day of September in order to be properly geared to the Gregorian calendar, which had already been in general use over Europe since 1582.

This yearly pattern of calendar has the usual 11 varieties of monthly calendar. The only two of the 12 that are the same are those of January and July. Each of these two begins with a mere shred of a week, a Saturday. The first one is a leftover from the year 1943, and the second one a leftover from the first half of the year 1944. The arrangements of the days and weeks of the four so-called quarters are all different. Nobody can tell offhand, except in rare cases, on what day of the week any given day of a month falls. For such information one must consult the calendar of the particular year in question. It would be absurd, of course, for anyone to undertake committing to memory such information covering a whole year, especially in view of the fact that 13 other patterns of yearly calendar would have to be similarly mastered.

An over-all glance at the calendar for 1944, or at any other of the yearly Gregorian patterns, will give one a clear idea of the unbalanced structure of our present calendar system, and also of its utter lack of harmonious arrangement of constituent parts. And as for the quality of perpetuity of the system, one fails to see anything perpetual about it until

it has run its regular course over a period of 400 years. That is to say, if we were to start with the inauguration of the Gregorian calendar in 1582, then we must wait until 1982 for a new cycle to begin, having precisely the same complete order of recurrence of the 14 varieties of yearly patterns that was followed throughout the first 400 years of its existence. In this sense, and in this sense alone, may the Gregorian calendar be considered a perpetual calendar. Even so, it was an improvement over the Julian calendar, whose periodic cycles covered each a period of 700 years. But such perpetuity has only curiosity and is of no practical importance.

Is it not time for the human race to devise a calendar that is "balanced in structure, perpetual in form, harmonious in arrangement"? The writer believes that "The World Calendar Association" has the answer to this question. And it may come as a complete surprise to many readers that the very pattern of yearly calendar to be used for 1944 contains a section which may be taken as a facsimile of the irreducible unit structure of the proposed World Calendar. The section referred to is that from October 1 to December 30 inclusive. These three monthly calendars, just as they are, without the 31st day in the last month, are to be used for each of the four quarters of the yearly calendar. The appropriate names for the respective months in each of the quarters are, of course, to be employed: January, February, March for the first quarter, and so on. The leftover day of a common year and the extra day of a leap year are to be tucked in the yearly calendar in such a way as to leave the four quarterly calendars each intact. Such arrangement will make it possible for every yearly calendar as well as every quarterly calendar to begin on a Sunday. Thus every day of the year will have a special designation, as "Year-End Day" for the leftover day of a common year; or "Leap-Year Day," to follow June 30, for the extra day of a leap year; or for any other day of the year its automatic and unalterable weekday name together with its month-date number, as Thursday, November 23.

It seems to be the purpose of the association to start the new calendar at such time as to cause, at the outset, little or no disruption of the old order, and to make the slight adjustments as needed to bring the old calendar into complete alignment with the new. As an example, the transfer could be made on October 1, 1944, in which case there would not be needed any calendar adjustment until December 31 was reached. Then in the new calendar the last day of 1944 would be labeled Saturday, December W or Year-End Day. The year 1945 would then begin with Sunday and the Gregorian calendar for the year would be replaced by The World Calendar. A simpler example would be afforded by inaugurating the new calendar at the beginning of the year 1950. For in that case, since that year itself begins on Sunday, Gregorian style, the new and the old calendar would

coincide, day by day, from January 1 to February 28, and again from September 1 to December 30.

Despite the war, The World Calendar Association reports that the proposed calendar is making real progress—definitely, thoroughly, convincingly—with the active and interested support of the people and organizations which are leading nations toward new and better goals.

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### OBITUARY NOTES

THE REV. DR. SAMUEL J. SKEVINGTON, 72, minister of the Temple Baptist Church in Albany, N. Y., for the last 16 years, died April 25 of pneumonia. He had preached to his congregation the previous Sunday, and it was his intention to resign in June. Dr. Skevington was camp pastor at Camp Logan, Houston, Texas, during World War I. He had been a member of The World Calendar Association since 1937.

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DR. CHARLES H. FULTON, 70, professor of metallurgy at the Montana School of Mines, died April 9. He had retired in 1937 as director of the Missouri School of Mines and Metallurgy, but resumed teaching two years ago in response to an appeal for help based on the war-caused shortage of professors. He had taught at Columbia, the University of Wyoming, and had been President of the South Dakota State School of Mines. Dr. Fulton early became interested in calendar reform and had been a member of The World Calendar Association since 1931.

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METON SMITH HEISS, who for 19 years was managing editor of the *Kiwanis International Magazine*, died December 31, 1943, in Hollywood, Florida. Mr. Heiss, interested in The World Calendar and in calendar reform, resigned his position with the Kiwanis publication in October.

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BENJAMIN FRANKLIN AFFLECK, former president of the Universal Atlas Cement Company and a prominent figure in Chicago's business life for many years, died February 13 of a heart attack in his home in suburban Winnetka. He was 75 years old. Mr. Affleck began his business career with the Harrison Machine Works. He was able to exert a great amount of influence in favor of The World Calendar especially among those making up the business interest in the Middle West.



# CATHOLIC SAVANTS ESTABLISH YEAR OF CHRIST'S DEATH

*The following article which appeared as an editorial in the April 24, 1943, issue of the Buffalo Courier-Express is of unusual interest, and, while it may be considered controversial, it is printed here because the detailed processes indicate the thoroughness of the study. The Editor of the Journal of Calendar Reform obviously is in no position to establish the authenticity of the study conducted by the Catholic Biblical Association. This story, however, is of such general interest that it is reproduced here as it appeared in the Buffalo paper without comment other than to point out that the diligent study and search, together with the confusion about these interesting dates, is further evidence of the fact that there is but little clear-cut definiteness as to dates in early history.*

THE Catholic Biblical Association recently announced that, after 1,900 years of study and research, the exact date of the Crucifixion and death of Jesus Christ has been determined as April 7, 30 A. D. This, the association asserts, is the ultimate decision of a corps of 29 American Biblical scholars who have given final expression to the findings of hundreds of historians, archeologists and exegetes. The evidence, the decision and the commentary has been published by the Confraternity of Christian Doctrine with the title, *A Commentary of the New Testament*.

The investigation also resulted in the conclusion that the birth of the Saviour at Bethlehem took place some time between 6 and 4 B. C. This is based on the records of Roman historians, and this chronology alters the traditional age of Jesus at the time of the Crucifixion from 33 to between 34 and 36. It is pointed out that the Popes have never made any declaration to assign exact dates for the birth or crucifixion of Jesus, but have followed tradition until such time as research might determine them.

The methods used to arrive at the date of the Crucifixion are most interesting. For instance, astronomical calculations show that there were only two years during the term of Pilate in Judea when the Passover might have fallen on the Sabbath (Saturday). These years were 30 and 33

A. D. In 30 A. D., the date would have been April 4. Thus the crucifixion and death of Christ occurred either on April 7, 30, or on April 3, 33.

The association says that in the light of the evidence presented in the four Gospels the Scripturists unanimously selected the earlier date April 7, 30 A. D.\* Their reason was that to select the later date would be to extend the time of Christ's public ministry to a period longer than is justified by the details given in the four Gospels.

As a result of the findings, the date of the Resurrection would be established as April 9. The association makes no mention of the proposals which have been made on numerous occasions in behalf of a fixed date for the observance of Easter, but the establishment of a definite date for the first Easter would be helpful should a fixed day ever be decided upon.

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\* EDITOR'S NOTE: The suggested Easter date in The World Calendar, Sunday, April 8, with its attending Good Friday on April 6, would bring this day nearest to the supposed historical date, April 7.

### RABBI CONDUCTS CHRISTIAN SERVICE

DURING the Passover season, en route from one island to another in the South Pacific, we had occasion to experience a most unusual event. On Sunday, April 9, a crew that took me by plane from one island to another for scheduled Passover dinners asked that I conduct an Easter Service for them. I was, then, a Christian for a morning, and I believe it was the first time in history a Jewish Chaplain or Rabbi conducted an Easter service aboard a plane at full speed. A Negro sang, "Go Down, Moses," and each recited his own profession of faith as a silent meditation.—Chaplain Martin M. Weitz.

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### JOINS ECUADOR COMMITTEE

JUAN F. MARCOS, former Envoy Extraordinary and Minister Plenipotentiary of Ecuador to Spain, and President of the "Sociedad General," a banking organization located in Guayaquil, has accepted a place on the Comite Ecuatoriano del Calendario Mundial, according to Dr. Rafael H. Elizalde of Santiago, Chile, Chairman of the Committee. Senor Marcos is a man of unusual influence and financial significance and is enthusiastic about the rearrangement of the present calendar according to The World Calendar Association's plan.



# THIS CHANGING WORLD DEMANDS ONE PLAN, A CALENDAR FOR EVERYBODY

By Carleton J. Ketchum

*In a former issue of the Journal, Mr. Ketchum's article on "Russia's calendar difficulties" aroused unusual interest. We asked this former foreign correspondent for the London Express to write more of the calendar difficulties he encountered on his various world-wide assignments for that London syndicate.*

THE calendar has long been an institution more or less taken for granted by the man in the street in all nations. Only in the world's chancelleries and among business institutions concerned with world trade have its paradoxes, its differences as between certain nations, caused acute confusion. Calendar reform has steadily progressed through the ages and from earliest times. Logic for centuries has been the final determining factor in producing the accepted national calendar. Yet before the clear light of irrefutable logic shed its lustrous rays upon the minds of more enlightened nations, there were the darker ages where astronomers and kindred scientists groped with crude instruments in the hope of devising measurements of time which would satisfy all the peoples of this planet.

History records the year B. C. 4241 or 4236—the earliest known date—as providing the origin for the first Egyptian calendar. It was based upon the Sothic style consisting of 12 months. That was the beginning of the Solar calendar.

The Chinese cycle of 60 years began in B. C. 2637 while in B. C. 2357 or 2397 the Emperor Yao, according to tradition, reformed the Chinese calendar.

A seven-day week was observed in Asia Minor in B. C. 1800. Eclipses of the sun and of the moon were identified in China in B. C. 776. The year B. C. 753 saw the foundation of Rome, and B. C. 716 to B. C. 673, with the reign of Numa Pompilius, the creation of the Roman calendar.

The Ionic philosopher Thales, in the seventh century B. C., told Greece of a solar year of 365 days, and in the sixth century B. C., the Babylonian astronomer Nabu-rimanu calculated the solar year as embracing 365 days, 6 hours, 15 minutes and 41 seconds. His calculations, according to present-day astronomical and scientific knowledge, were incorrect by only 26 minutes and 55 seconds. Babylonia adopted a cycle of eight years in B. C. 528-505 and in B. C. 504-383 a cycle of 27 years.

Darius the Mede attempted unsuccessfully to introduce the Egyptian or Solar calendar into Persia in the sixth century B. C., while in the fifth century B. C. Herodotus, visiting Egypt, revealed himself to be impressed by the Egyptian use of the solar year.

Julius Caesar in B. C. 47 acted upon the advice of the Alexandrian astronomer Sosigenes and reformed the Roman calendar by eliminating the moon and basing the year entirely on the sun. The first Julian calendar began the first of January of the 45th year before Christ.

December 25 was first observed as Christmas in the fourth century, and in the same era, the year 321 A. D., Constantine the Great decreed official introduction of the seven-day week in the calendar. The numbering of years from the birth of Christ was inaugurated by Dionysius Exiguus in 532.

Omar Khayyam, Persia's poet and astronomer royal, produced the Jalalain calendar in 1074-9. The Mexicans reformed their calendar in 1091. A discussion of calendar reform in Rome followed the election of Sixtus IV as Pope in 1471. The Spaniards, under the leadership of Hernando Cortes, conqueror of Mexico, substituted the Julian for the Mexican calendar in the period 1504 to 1547.

Calendar reform from the time of the advent of Pope Gregory XIII and his revision of the Julian calendar seems to have taken the course almost exclusively of the adoption of the Gregorian calendar. That revision took place in 1582 and because its author was Pope Gregory the new calendar became known as the Gregorian calendar.

It was adopted in that year in Italy, Spain, Poland, Portugal and France. Its adoption in Switzerland was gradual. It began in 1582 and was complete by 1812. Most German Roman Catholic states, Flanders and the Netherlands, adopted it in the following year, 1583. Hungary accepted it in 1587, Protestant Germany in 1700.

The Gregorian calendar was approved by Britain's Parliament in 1751 and was adopted by Statute as the legal calendar of the United Kingdom and The British Empire in 1752. In the same year it became the official calendar of the United States which the Union was then destined to become.

The year 1753 saw its adoption in Sweden. Napoleon in 1806 restored it in France in place of the French Revolutionary calendar initiated and

ated from September 22, 1792. Japan adopted it in 1873, Republican China in 1912, Bulgaria in 1916, Soviet Russia in 1918, Roumania and Greece in 1924, and Turkey in 1927.

I have emphasized the growth internationally in the employment of the Gregorian calendar not to extoll its virtues but rather to indicate the desire, which most if not all nations have long expressed, for the realization of a calendar common to them all.

It was about the year 1900 that nations appeared to have become conscious of the need of a calendar which would be an advance upon that known as the Gregorian. The phrase calendar reform was first heard after a number of years of general, almost world-wide, acceptance of the Gregorian calendar, at an Evangelical Conference at Eisenach whereat a group of non-Roman churches considered formal proposals for such a reform. A calendar Reform Bill was introduced in the Parliament of Great Britain in 1908; and while, until 1930, individual nations continued one by one to adopt the Gregorian as their state calendar, there was, nevertheless, taking definite shape a movement almost universal in its ramifications in favor of a fixed world calendar which would meet the requirements of all peoples everywhere. The manner in which that movement has developed, especially since the formation of The World Calendar Association in New York City in 1930, is known to everyone.

Principal calendars in use throughout the world today in addition to the Gregorian (still almost universal) and the Julian are the Chinese lunisolar calendar serving directly or indirectly 450 millions in Asia; the Mohammedan 12 moons calendar embracing all the seasons, serving about 275 millions in Asia and Africa, and the 17 different calendars which continue to serve about 320 millions in India. The era of the Hejira known as the Mohammedan era is still recognized in Turkey, Persia, Arabia, Egypt and some parts of India. The era is dated from the first day of the month preceding the flight of Mohammed from Mecca to Medina. This day was July 16, in the year A. D. 622. Hejira years are purely lunar. They consist of 12 lunar months beginning with the approximate new moon. Having no intercalation to keep them to the same season in respect of the sun these years retrogress through all the seasons every  $32\frac{1}{2}$  years. Yet even here one finds a calendar based upon the 12-month principle of reckoning time, each month being divided more or less in the manner of our own Western or Gregorian calendar.

India today employs 14 principal or important calendars in addition to the Gregorian, Mohammedan and Jewish. There are calendars for different regions of the country. Their enumeration may interest the reader

as giving an example of a nation greatly in need of calendar reform internally if not in relation to the world as a whole. Here are the Indian calendars:

<i>Name</i>	<i>Region of use</i>	<i>Name</i>	<i>Region of use</i>
<b>Assamese</b>	Assam	<b>Marwari</b>	Marwar States and by merchants throughout India
<b>Bengali</b>	Bengal Province	<b>Oriya</b>	Orissa, part of Madras and greater part of Behar
<b>Burmese</b>	Burmah and parts of Bengal	<b>Parsee</b>	Many parts of India
<b>Gujrati</b>	Bombay Province	<b>Punjabi</b>	Punjab Province
<b>Hindoo</b>	All parts of India	<b>(Bikremi)</b>	
<b>Kanarese</b>	Mysore, West India and parts of Madras	<b>Tamil</b>	South of India and all Ceylon
<b>Mahrashtra</b>	South of Bombay, Poona and elsewhere	<b>Telegu</b>	North of Madras
<b>Malayi</b>	Malabar		

Traveling through India as I was privileged to do in 1930 when my interviews with public personalities ranged all the way from Mohandas Gandhi to Viscount Halifax, then Britain's Viceroy at New Delhi known as Lord Irwin, I discerned this extraordinary calendar tangle. It was apparent in the native newspapers and in other directions throughout the country. British (Indian Government) officials stressed it as a source of embarrassment and cost to the Indian Exchequer. The extent of this embarrassment and cost may be gauged when I explain that the Government has long printed four of these calendars—the Bengali, Hindoo, Malayi and Tamil—in the form of an almanac which includes the Gregorian and Mohammedan styles. This almanac has usually consisted of about 3,000 pages and is required to cover the meridian transits of the sun, moon and important stars for each day in a succession of years. The work of compilation, it was explained to me, requires at least three months and oftentimes a much longer space of time. The ultimate aim of the almanac is to determine and publicize for the edification of all concerned the seasons, festivals and holidays and coordinate all historical dates.

British newspapers have frequently called attention to India's unparalleled calendar complexities. The *Times* of London on one occasion pointed out that "Every thirty years for two or three years in succession a Mohammedan period of mourning dependent on a lunar calendar overlaps and clashes with a Hindu period of rejoicing fixed by a solar calendar." Added that newspaper editorially on that connection: "The case for making the solar calendar universal in every detail is from the point of view of convenience of the human race overwhelming."

India's nationalist leader, Mohandas Gandhi, lies today in the shadows of political obscurity, as far as the United Nations are concerned. Yet his views past and present still reflect the opinions of countless individuals, high and low alike, among India's teeming millions. Appropriately, therefore, I think I may quote his sentiments upon calendar reform as expressed in a signed memorandum presented by him to The World Calendar Association upon the occasion of a British Imperial Conference in London held at a time when the League of Nations in Geneva was discussing the possibilities of adoption of a world calendar. Said Gandhi:

"In India there are several calendars in current use. Several racial groups have their own calendars, in which the year begins on a different date and ends on a different date. In these calendars different holidays are observed, which results in much confusion.

"It would be a splendid thing if our 350,000,000 people could have a single national unified calendar. As most of the Indian calendars are arranged on a twelve-month basis, it would obviously be easier to meet on this common ground. I am in favor of such a calendar. I am in favor of a standardized calendar for the whole world, just as I am in favor of a uniform coinage for all countries, and a supplementary artificial language (like Esperanto, for example) for all peoples.

"I have been informed of, and I welcome, the international movement for calendar reform. The efforts made by the Americans in this direction are particularly laudable because they represent a pure philanthropy. But their progress is hampered by national jealousies and national short-sightedness."

China's interest in calendar reform has been vigorously expressed. China's inhabitants, long numbering more than 500,000,000—a quarter of the globe's population—have known from time immemorial two native calendars—their ancient lunar style and a solar calendar that followed the astronomical months precisely. The official lunar calendar was abolished with the coming of the Republic and replaced by the Gregorian. President Chiang Kai-Shek's Nationalistic Government strove hard to implement the use of the Gregorian calendar.

Decrees were issued forbidding the printing and sale of the old Chinese calendar while the Government—or successive governments from 1911 to the present time—have declined legal recognition of documents and contracts dated according to the ancient system. That indicates the attitude of official China toward calendar reform today. It has been made clear in that country that any reform savoring of a 13-month calendar would encounter opposition, but that a 12-month calendar of the general construction of The World Calendar would find ultimate general acceptance.

The population of the world is estimated at 2,000,000,000. Jews of all persuasions are said to number 15,000,000 to 16,000,000 so that in contemplating a calendar for common use by all peoples, this Jewish minority is sufficiently large to be taken into account.

The only objection which the Jewish race are believed to entertain against the development of a common world calendar is based on some apprehension expressed mostly by their religious leaders that such a calendar might weaken respect for the Sabbath.

Advocates of The World Calendar point out in this connection that the perpetual World Calendar does not seek to interfere with individual national or religious holidays. One has only to glance at a publication issued each year by the Guaranty Trust Company of New York entitled *Bank and Public Holidays Throughout the World* to appreciate how utterly impossible it would be to devise a common calendar which would affect the feast and other holidays of individual countries. More than two-thirds of a year are devoted to national, bank or religious holidays somewhere and this being so it will never be possible to develop a world calendar that will affect and govern individual national holidays. The last day of the year—Year-End Day—is the only day which The World Calendar supporters would set aside as a common World Holiday, but even that would not be permitted to interfere with national arrangements where the world and the strictly national holiday might conflict.

The Jewish calendar in use today is both solar and lunar. Its years are reckoned by the sun and the months by the moon. The two systems are adjusted by intercalating the month in the 3d, 6th, 8th, 11th, 14th, 17th, and 19th years of a 19-year cycle. For practical purposes such as the beginning of the Sabbath the day begins at sunset but the calendar day of 24 years always begins at 6 p.m.

The Hebrew month varies between 29 and 30 days. The number of days in a year change. The total will be the days in a month, 29 days, 1 hour, 44 minutes,  $3\frac{1}{3}$  seconds, multiplied by 12 in an ordinary year and by 13 in a leap year. The main difference between the Jewish week or month and that of the Christian calendars is that the Jewish Sabbath falls upon Saturday instead of Sunday. That, it is again emphasized, should not interfere with Jewish acceptance of The World Calendar plan since as I have stated, such a calendar can never hope and never would wish to regulate individual national or religious holidays.

Officials, in conversation, have complained to me of their difficulties due to calendar differences. In Yugoslavia, for example, the state calendar is Gregorian. It is used by all government employees in their official relations with the state. Yet in their private lives, as in the case of the large proportion of the Yugoslavian population before the war, they made the

calculations and arranged their appointments on the basis of the Julian calendar. In that country most Moslems, though Slavs by origin, adhere to the Lunar calendar given them by Mohammed the Prophet, while the Jews, mostly of the Sephardic creed, have long observed only their own Jewish calendar.

The main conflict in Europe has been due, of course, to the disparagement of dates as between the Gregorian and Julian calendars. Elsewhere even in Asia, Turkey, the Middle East, throughout the Far East and in most parts of South America, the official calendar more generally than not has been the Gregorian. Natives in many lands, as in India, cling stubbornly to their old customs and therefore to their original calendars. It is significant, however, that among more enlightened elements of the Mohammedan, Chinese and Indian peoples the use of dates for calculations has been based for many years upon the Gregorian calendar, while, in more recent years, The World Calendar appears to have emerged as the practical ultimate ideal in calendar reform in the minds of the majority of these people.

It cannot be reiterated too frequently in the interests of the success of The World Calendar movement that The World Calendar as evolved by The World Calendar Association has met with the approval of 14 governments. These governments are those of:

Afghanistan	Mexico
Brazil	Norway
Chile	Panama
China	Peru
Estonia	Spain
Greece	Turkey
Hungary	Uruguay

The movement is sponsored internationally by the Chambers of Commerce of the British Empire, the Universal Christian Council for Life and Work, the World Federation of Education Associations, in the United States by the National Education Association, the General Federation of Women's Clubs, the American Association for the Advancement of Science as well as countless other public bodies on this continent. Calendar reform organizations are advocating adoption of The World Calendar in 32 lands.

The purpose of this article has not been to stress the virtues or advantages of The World Calendar but rather to emphasize, as a fairly widely traveled foreign correspondent, the inconveniences which have resulted in almost all spheres of national activity ranging from trade and commerce to religion, in those countries wherein calendar paradoxes have had to be taken into account.

The approaching dominance of air transport as an every-day mode of travel is advanced by officialdom in most if not all those countries as a sound reason for a rearrangement of the calendar system. World radio networks, operated now by nearly all nations, will definitely require a common calendar and timing system, as they continue to develop.

These are only a few of many practical considerations arising out of the advent of our highly industrialized, aeronautical and radio age which are causing thinking men and women everywhere to offer their support to a movement, which, by virtue of its ultimate success, will, *ipso facto*, dispose of untold inconveniences and difficulties, endured now so widely under our present calendar system.

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### PROMINENT SCIENTIST DIES

DR. CHARLES B. DAVENPORT, internationally known geneticist, who retired in 1934 after 30 years as director of the Carnegie Institution's Station for Experimental Evolution, at Cold Spring Harbor, died February 18 at the Huntington, L. I., Hospital after a brief illness in his 78th year.

In a letter to The World Calendar Association while Dr. Davenport was connected with the Carnegie Institution of Washington Eugenics Record Office, he said:

"As you know, I am heartily in favor of simplification of the calendar, and think the 12-month equal-quarter plan superior to the 13-month plan.

"In regard to supporting the movement for action at the spring meeting of the National Academy, similar to action taken by the American Association, American Philosophical Society and American Academy of Arts and Sciences, I am free to say that if the matter came up at a general meeting for action by the members I should vote for a resolution approving the 12-month plan and probably, if it seemed desirable, speak for it."

### DR. HENDERSON DIES AT 70

DR. YANDELL HENDERSON, professor emeritus of physiology of Yale University, died February 18 at the Scripps Memorial Hospital in La Jolla, Cal. He was 70 years old. Dr. Henderson had been ill for a year and was visiting his son, Malcolm C. Henderson.

Dr. Henderson was born in Louisville. He studied at Chenault's School, Louisville, and was graduated from Yale in 1895. He continued his studies of physiological chemistry at Yale for four years and later at the University of Marburg in Germany. He served as an ensign aboard the U. S. S. Yale in the Spanish-American War. He returned to Yale in 1901 as an instructor in physiology at the medical school. He was made an assistant professor in 1903 and a professor in 1911. Upon his retirement in 1938 he became professor emeritus.

In discussing The World Calendar with Miss Elisabeth Achelis, Dr. Henderson said: "Rest assured I will be glad to support calendar reform in the National Academy."

# DEATH COMES TO ADVOCATE OF PROGRESS

THE Honorable Dave Hennen Morris, loyal friend and staunch advocate of The World Calendar, and a member of the American Advisory Board of The World Calendar Association since 1937, died May 4 at his home at the age of 72 years.

A prominent lawyer, he had a most varied and interesting life. In early youth he was for a brief time a homeopathic physician. He graduated from Harvard University in 1896, New York Law School in 1901, and received a master's degree in constitutional law from Columbia University in 1909. Mr. Morris was also an accomplished violinist, and in the field of sports was a yachtsman, tennis player, co-owner of a racing stable, and one of the founders of the Automobile Club of America and one of its first presidents.

In 1933, President Roosevelt appointed Mr. Morris Ambassador to Belgium and Minister to Luxembourg, positions he held until 1937. With all these various interests, he was also active in educational and benevolent associations, a director of the Legal Aid Society and chairman of the Board of the Young Women's Christian Association's Retirement Fund.

The broadminded and progressive spirit of Mr. Morris was shown in his ardent advocacy of a simple, common auxiliary language as an aid to humanity. It was this side of his character that also led him to advocate The World Calendar.

In the *Journal of Calendar Reform*, June 1938 he wrote:

"Let me touch upon a few of the outstanding advantages by which The World Calendar has appealed so forcibly to me. To begin with, it is a mechanism for international use upon which all nations may agree without its being to the special advantage of any one. Time is one of the few things we have which is fundamentally the common property of all. Under this reformed system we shall enjoy a simplicity, and stability in timing our daily affairs such as we have never known before. In this unsettled and disordered world anything that is marked by harmony and balance ought to be welcome indeed. The two intercalary days of The World Calendar plan, as international holidays, appeal to anyone who has the interest of a many-peopled world at heart....

"A new civil calendar is greatly needed now, one which is more appropriate to the modern day and age under which we live. Once the present obsolete system is replaced by the new World Calendar with its inherent harmony, order and stability, who knows what beneficial influence may be

felt upon our world from these desirable qualities? This calendar reform becomes a duty of intelligence which few of us can ignore or neglect.

"Our todays would then more surely pave the way for better tomorrows, for it is our todays upon which our tomorrows are built."

In connection with a world language, he said in a radio address:

"Let there be a new, unselfish coordination of effort by all, so that each may contribute of his best to a common solution of this world problem. We need a language worthy to supplement the radio and to bring to it new efficiency, so that man's thoughts may be universally apprehended even as this instrument sends the words spoken by their voices to the world . . . a simply constructed secondary language, one world-language for all, providing the means for direct communication among all mankind."

To the Honorable Dave Hennen Morris a world language and a world calendar were both essentials toward the building of a better tomorrow and a better world.

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### LETTER CARRIERS STUDY CALENDAR

CHARLES A. PARKS, a Director of the Pennsylvania Rural Letter Carriers Association, has been designated by M. F. Gallagher, President, to present The World Calendar time-plan at the annual meeting of the State organization to be held at the Hotel Penn Alto in Altoona, Pennsylvania, July 17 and 18.

Mr. Parks is Chairman of the Convention's Arrangements Committee and he has asked that a representative of The World Calendar Association be present at the State Convention to assist him in presenting The World Calendar story to their Association. The National President and the National President of the Rural Letter Carriers Auxiliary both plan to attend this State meeting.



# WHAT TIME IS IT?

By Alma K. Anderson

*Mrs. Alma K. Anderson, President of the Red Head Brand Company, manufacturers of hunting, fishing and camping equipment, occupies a unique position among American industrialists. Taking charge, after the death of her husband, of an organization manufacturing products used mainly by men, Mrs. Anderson in 15 years has more than doubled the business volume of the company. A graduate of Northwestern University and the Chicago College of Music, she still finds time to lend her influence to music and social work. She is a member of many leading clubs and organizations which include the Chicago Woman's Club. Recently she assumed the added responsibility as President of the Illinois Federation of Music Clubs. These various activities have given her a broad picture of the benefits of a calendar which "stays put."*

THE answer to that every-day recurring question, "What time is it?" is everywhere. One need only glance at the watch on his wrist or the clock on the wall to find the right answer. In Iceland, or Siam, the same watch or clock would still be telling the right time.

Your first watch may not have been quite as good as the one you have today, but it had the same two hands and the same hours on its dial. In other words, last year's watch is this year's watch as well. In fact, you and I have looked at the same watch so long we little realize what a wonderfully universal thing it is, and all because each day has the same number of hours, minutes and seconds, no matter on what part of this earth you happen to be.

And this universal convenience of telling time by the watch was further improved when it became standardized throughout the world in 1884, whereby clock time became more closely synchronized with the sun's position in the varying parts of the globe. Today we know that for every 15 degrees of longitude to the east it is one hour later, and to the west one hour earlier. This seems so simple, yet it took years of scientific and patient research and calculation to accomplish.

One can imagine what it would be like to have to change to a new watch every year or every month. To have street-car, train and bus schedules revised monthly, to say nothing of your working hours. How long would we put up with it?

Yet you and I actually tolerate a calendar which changes every month and every year; a calendar so irregular that only two consecutive months in each year have the same number of days—July and August. There are only two successive months, February and March, which start on the same day of the week, but they end on different days. In every fourth year, which is a leap year, these months do not have even that in common. So we must constantly consult a calendar to determine how today's date (a Friday) differs from the same date (a Thursday) last year. It should really not be different at all, and it need not be, if we could just act upon plain common sense.

Business and professional men, scientists and educators, engineers and legislators, men notable in their field, acknowledge that there is too much confusion in the calendar we use today. Planning of schedules is difficult because supposedly corresponding dates do not correspond with weekdays from one year or one month to the next. They never can as long as our roving calendar remains as it is. For example, Christmas fell on Saturday in 1943, and this year it will be Monday. Any merchant's Christmas plans for 1944 must be entirely different from those of 1943. His plans for advertising and sales are paramount as "Christmas comes but once a year," yet he must almost entirely disregard his past records (established at no small cost), and resort to much guesswork. And what is not sufficiently understood is the fact that it is the ultimate consumer who pays for all this through what is called "overhead expense"; a portion of which must be added to the original cost of every article the merchant stocks in determining the setting price. So, this confused, irregular calendar affects everyone directly, in the pocketbook.

There is a new calendar as "stable as your watch," the revised 12-month calendar of equal quarters known as The World Calendar. Every year begins on Sunday and so does every quarter of the year. The first month of each of these quarters has 31 days and the other two 30 days each. And each month has exactly 26 weekdays, plus Sundays. So, the year is divided into four quarters of equal length—91 days or 13 weeks or 3 months. This completes the 364-day year, and with the 365th day placed on an extra Saturday, following Saturday, December 30, as a World Holiday every year, the calendar becomes fixed and regular; a similar method is employed for leap years, when the Leap-Year Day falls in the middle of the year, after June 30.

Once put into use, The World Calendar will be as permanent, as universal, as your watch. Were your birthday to occur on Wednesday one year, it would fall on Wednesday continuously, and the day and date would be jointly registered.

Our particular manufacturing business is dependent for the most part

upon two fine outdoor sports—hunting and fishing. The hunting seasons are short, so every day must be made to count. The law appoints the time when the open season begins and ends. The State regulates this law for upland or local species, while Federal authorities take control over migratory species.

In the Chicago area, for example, there are exactly ten days—November 10th to 19th—on which hunters are permitted to take pheasants. Generally the opening date is the most favorable, so every hunter wants to be out bright and early on that particular day. Since open seasons are measured by the date of the month, the opening can fall on any day of the week. Quite obviously when this day happens to fall on Sunday the need to go to the office or shop is not a factor. This makes it ideal for business, for the Saturday afternoon and evening preceding bring brisk purchasing of equipment at the sport stores. This many times results in complete "sellouts," that naturally reflect themselves in our sales volume, for we have to replenish these depleted stocks so that we "sell out," too.

In contrast, let us consider a season which opens on Wednesday. A certain percentage of the sportsmen cannot neglect their work. Another group that could be spared do not wish to sacrifice their pay. Considering these, and also unfavorable weather, the ranks of sportsmen who enjoy this pleasure are reduced still further. Saturday being the last good day for him, the retailer fervently hopes that those who anticipated hunting on Sunday will not forgo hunting, as many will if reports indicate there is scarcity of game, or if unfavorable weather is forecast. All this cuts deeply into sales volume. The loss to the retailer can never be quite recovered for, until another season some 12 months later, this stock and money invested in inventory cannot be turned over but must remain idle.

The tricky calendar shows that next year the season opens on the same date but, of course, a different weekday—a Thursday. This is no more favorable than was Wednesday. The worst years are those when the season opens from Tuesday to Friday and these run consecutively for three years, even granting that there will be one leap year out of the four omitting one of these days.

With The World Calendar in operation, with every year the same, fish and game seasons could be arranged to open ideally on a Saturday, Sunday or Monday every year with immeasurable benefit to the sportsman as well as to the nation-wide business of equipping him for recreation and sport. To have days and dates agree, year after year, for the opening and closing of the hunting and fishing seasons is obviously of great advantage. Small wonder, then, that we are strong for The World Calendar.

Hunting and fishing are the only sports wherein the law prescribes the seasons, but the customs of each of the various groups of other sports

usually control the opening and closing dates. Under The World Calendar seasons would become uniformly standardized as to their days as well as their dates.

Many summer sports, including swimming and yachting, open simultaneously with resorts on Memorial Day. And special sporting events are always featured for this occasion. Obviously a three-day holiday would stimulate interest and pleasure, and reflect itself in increased business each year.

Memorial Day, however, comes on a Thursday, May 30, in this new calendar. It should be a comparatively easy matter with this steady time-plan in use to observe holidays on Mondays, whereby Memorial Day would always come on May 27. This date has another deep significance for, were the churches to decide to fix Easter on the second Sunday in April (the 8th in The World Calendar), Whitmonday—a great European, English and South American holiday—would then fall simultaneously on Monday, May 27. Certainly there is something deeply satisfactory in associating our Memorial Day with Whitmonday that follows Whitsunday (Pentecost).

You can easily imagine the beneficial effect this perpetual calendar has on all sports events—big days in the life of many schools and communities. These traditional affairs could be arranged to recur on the same day and date, the one most favorable for the occasion, every year. In such sports as baseball, football, basketball or hockey, involved schedules are called for each year and arranged at great expense and trouble under our present time system. With The World Calendar in operation such schedules, once set, could be used year after year with no more change than the names of contestants. In this connection it is highly significant to note that the Amateur Athletic Union of the United States, which has supervision of all types of amateur athletic contests and American participation in the Olympic Games, unanimously approved this new perpetual calendar of 12 months and equal quarters.

Let us return for a moment to the short hunting season to point out that similar conditions exist for almost all other kinds of merchandise pertinent to many other important occasions, such as Christmas, Independence and Memorial Days. Although these are of short duration, they are the subject of months of anticipation by the public and of preparation and promotion by those who make and distribute merchandise for these occasions. They are observed on the same *date* of the month but not on the same day of the week. Would it not be a great advantage to everyone were these arranged always to come on Monday so that, tied in with Saturday and Sunday, they would afford us a three-day long recess, a welcome respite in our intensive and competitive lives?

Then there is another group of nationally observed holidays, including

Labor Day and Thanksgiving Day. In reverse fashion these days come on a certain *day* of the week regardless of the date of the month. Labor seems to have shown rare good judgment, for it selected the first Monday in September. Definite as to the day but indefinite as to date, thus confining it to the first seven dates of the month. We commend the foresight of the responsible labor leaders who coupled it with Sunday to make certain of at least one three-day recess every year. We might say they were World Calendar conscious.

By proclamation of our first President, Thanksgiving happened to have received its official start on a Thursday, the last one in November, which, it is recorded, was the 26th day. Subsequent celebrations have followed the pattern of the last Thursday, which is usually the fourth in the month, except for certain years when there is a fifth Thursday in November. This irregularity caused great inconvenience to manufacturers, retailers, schools and universities.

Congress, realizing the difficulty that a roving Thanksgiving caused the people, passed an Act which was duly signed by the President December 26, 1941, whereby Thanksgiving has been set on the *fourth Thursday* every November. Even this stabilization, the nearest we can come to in our still wandering calendar, is of real advantage. Its benefits would be enhanced still more were it to come always on its regular date as well as day, possible only with a perpetual time-system like that of The World Calendar.

In the same manner, to have Christmas always come on Monday, December 25, and were the churches to agree on a fixed Easter, the second Sunday in April, religious life as well as civil life would receive untold advantages. The public weal resulting from fixed holidays would be increased and stimulated as toil is punctuated by holidays. We have the will and the power to replace the present idiosyncrasies with an assurance of certainty whereby the calendar difficulties that today confront business, school and social activities would be eliminated. Thus let us take the first step toward order, stability and unity now. We regard the change in the calendar a subject worthy of inclusion in every code for international peace and postwar planning under consideration.

This is the year in which the *last four months* of our present calendar are identical with those of the proposed World Calendar, an opportune period for us to begin the operation of this new and better calendar and continue right on with it in 1945 and forever.

Such action would be highly desirable, but because of the war nations and peoples do not seem to see it that way. Thus in all probability the unusual occasion of the coincidental fourth quarter of 1944 in both calendars will be applied only for studies and research—comparing the same period of 1943 in the Gregorian with that of the proposed World Calendar

in 1944. And in this manufacturers and retailers have an important role. The resultant facts and figures would be a practical demonstration of the many advantages The World Calendar would exert in our personal, business, national and world affairs. By utilizing the next few years to study and toward obtaining endorsements from prominent organizations and influential leaders, national and international action should be obtained in 1947 (a pre-presidential election year). The two or three years then following would enable everyone to get his house in order for the actual operation of The World Calendar on Sunday, January 1, 1950—when again the two calendars meet.

What time is it? It is time for The World Calendar to get its hearing. A calendar, that is as steady, as ordered and as reliable in measuring the days of the year uniformly as is the clock in measuring the hours of the day, demands attention. Thus The World Calendar becomes the fitting companion piece to the clock, and the two time-systems are worthy instruments to guide our days and years.

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## UNIFORMITY WINS OVER VARIETY

By PROFESSOR E. R. GROSS

*College of Agriculture, Rutgers University*

THE regular arrival of the *Journal of Calendar Reform* is an event inasmuch as I enjoy very much reading some of the articles. I also consider it an honor to be enlisted in the good cause of changing the calendar to something regular, orderly and evenly proportioned. Especially does it seem to me to be of great value to have the days of each month find their place in the week and stay there, so that February 2, for instance, would always be Thursday.

I have on my desk a small booklet entitled *A 200 Year Calendar*. Why should such a thing need to exist? The answer is obvious because of the irregularities and vagaries of the present calendar causing the days of the week and the days of the month to slide by each other in kaleidoscopic fashion. In order to have a complete reference calendar for every year it is necessary to have 14 calendars, one beginning on each day of the week from Sunday to Saturday, seven calendars, and another series of seven for leap years. One of these will fit any year since the last calendar change. But the small volume on my desk is necessary if I wish to correlate the date with the day of the week. For instance, in a few years someone, in thinking of the momentous struggle now going on, will say, "Remember Pearl Harbor" and in an instant he will say, "That was December 7, 1941," but the fact that it happened on Sunday morning, while significant, can only be determined from memory, from recorded history or from a calendar selected from the 14 varieties we now employ. "Variety is the spice of life," so they say, but in the use of the calendar I think uniformity has its advantages.

Along with many others I sincerely hope that a change in the calendar to a more balanced form may be made to become effective in 1950.

# PREDATE MAKES COMING EVENTS CAST THEIR SHADOWS BEFORE THEM

By **Henry Platt**, *Editor, United Press Predate*

*Mr. Platt is not only a newspaper man but a patient researcher as well. With a follow-up file system, a "tickler" plan, definitely of his own creation, he sits in the United Press Predate office and tips off newspaper men all over North America about events weeks and months before they are scheduled to take place. Newspapers, radio, news services, advertising agencies and sales organizations are among those whose plans for the future can be more definitely scheduled because Mr. Platt not only reminds them of what happened last year but, what is more important, when that same event—and many others—will take place this year.*

TAKE any newspaper, daily or weekly, or any news or picture magazine, and you will find news and features of two sorts: One is the kind of news that "just happens," known to the journalistic profession as spot news; the other is scheduled news. Press and radio have devised their own methods of preparedness for both kinds of news. Spot news will "break" any time. But preparation of scheduled news coverage is a matter of calendar work, and much depends on which calendar you work with.

Newsmen have to keep track of many kinds of scheduled events. They do so by means of what they call their "Futures Book"—which in many cases is just a desk calendar, and in others the syndicated futures book published by United Press under the name of *Predate*. This was established six years ago to keep newsmen posted on the more important scheduled events of news interest.

Such events form a considerable part of the news. A survey of one week's issues of *The New York Times* some time before Pearl Harbor showed that news stories on events scheduled ahead filled enough columns to make up the equivalent of a complete weekday issue. Many of these events were "annuals," occurring more or less at the same time each year.

There are thousands of annual events in the United States each year, ranging all the way from baby parades to important national observances. One—though by no means the only—reason for the existence of *United Press Predate* is the necessity to “precover” these events for the benefit of editors and other newsmen.

News coverage being a competitive business, a head start is often essential, sometimes decisive, for press associations, newspapers, news and picture magazines, radio networks and stations, news, feature and photo syndicates, advertising agencies, marketing services, public relations counselors and publicists. Knowing ahead of time where and when an event of interest to their readers or other customers will take place, they are able, for example, to check their day-by-day news coverage; assign feature stories to their writers; prepare commercials for sponsored radio programs which “tie in” with an event of the day; catch oddities on the news front; order or offer action shots of known events and plan for their delivery to meet a magazine deadline; make the so-called predicated publications timely; allocate features so they will fall on timely dates; tie promotion campaigns into areas where specific groups congregate, and plan sales, advertising and publicity tie-ups.

So much for the importance of scheduled news to those handling it. More often than not, scheduled news has good “feature angles,” pictorial and sometimes editorial possibilities. Incidentally, newsmen are not the only ones who have to take time by the forelock in order to gain and hold the attention of the public.

Why is the “precoverage” of all this scheduled news such a complicated task? The answer is simple: Most of them are bouncing around the calendar with the annual cycle of shifting days, weeks and months, forced by its vagaries into a merry-go-round of confusion. As far as the scheduling, coverage and exploitation of annual events is concerned, the present calendar causes no end of waste in their promotion and in fact deprives them of much of their punch.

Six years of editing *United Press Predate* have left no doubt in my mind that a perpetual calendar would not only relieve newsmen of many headaches but would open up entirely new possibilities of promotion in the fields of travel, commercial, ideological and charitable campaigns, conventions, sports, etc.

For most of the annual events I have in mind, calculation of next year's date—if there is a “formula” for the date and if this formula is known—requires the type of mind our current income tax forms demand. On the other hand, much of the advance information now painfully compiled in *Predate* from week to week and from month to month could be brought together in one annual handbook if our calendar were what it is supposed

to be—a clearly marked path into the future instead of an obstacle race, an open book to anybody instead of a crystal ball.

A few examples of one week's typical annual events listed—in addition to the frequently more important one-time events—in *Predate* last January may serve to illustrate the point. The week of January 9—meaning Sunday, January 9, 1944—starts off with the 85th birthday of the grand old lady of the fight for women's rights, Mrs. Carrie Chapman Catt—a red-letter day for the National League of Women Voters which she founded. Like everybody else's birthday, hers has been roving through all the days of the week for 85 years, confronting those anxious to give the day national importance with a different problem from year to year. Monday, January 10, was to mark the opening of the Second Session of the 78th Congress, convening after a three weeks' holiday for the lawmakers. Under the Constitution, Article XX, "Congress shall assemble at least once in every year, and such meeting shall begin at noon on the third day of January, unless they shall by law appoint a different day" . . . which they have done frequently in the past and will no doubt do again and again until The World Calendar will permit a final solution.

Another scheduled news event for January 10 was the official release, at a specified time of the day, of the Agriculture Department's periodic general crop report. Every year around Christmas, the Department has to publish a new schedule of its regular crop and livestock reports, designed chiefly to take care of the slight variations in dates made necessary by the changing calendar. Needless to say, the mimeographed eight-page schedule, sent to editors "for filing and reference" use, is rarely filed and hardly ever available when the reference is needed.

Also on January 10 came the openings of the important annual conventions of the National Retail Dry Goods Association and the Society of Automotive Engineers, one in New York, the other in Detroit, both productive of considerable news. Obviously, both associations have good reasons to make their meetings start on a Monday, one of them presumably being the possibility for their members to travel on Sunday. Under The World Calendar, Monday, January 9, could become their standard meeting date, facilitating many phases of preparation for the association itself and its members. The same holds true for such trade events as the semi-annual Furniture Market of the New York Furniture Exchange which opened the same day for a six-day run of weekdays.

Leaving the big cities, we find, for example, that also on January 10, the big Roy J. Turner ranch in Oklahoma—one of the state's show places—holds its annual Hereford auction, known to the experts as a bovine society event for which the purebred beauties are bathed with castile soap and even the hair on their white faces is encouraged to wave. This one is not

just a cattle auction but a modern barn show drawing some thousand "first nighters," including big names in the Midwestern financial world and even a couple of governors. But if you want to know beforehand when the auction comes off this year, you will have to have at least a good "string correspondent" on the spot because the calendar . . . you know what I mean.

Next day, January 11, being the second Tuesday in January, the legislatures of New Jersey and South Carolina were to convene. All states in the Union have such formulas, or more complicated ones like the Wednesday after the second Monday. There is nothing wrong with them except that their meaning, in terms of actual dates, changes from year to year, and that the key to the problem, in the form of next year's calendar, is never around when you need it, and the formula itself available only to research experts who know where to ask for it. (The Council of State Governments, if you ask me.) Similar confusion appears two days later, January 13, which was an important date for newsmen to watch because it was Mr. Willkie's first opportunity to file his formal entry as candidate in a Presidential primary this year. To figure out that January 13 was his first and February 12 his last chance to file for the New Hampshire contest, one had to refer to the latest edition of an erudite booklet "printed for the use of the Office of the Secretary of the Senate" and making it entirely clear that in New Hampshire the candidate may file 60 to 30 days before the primary, and that the date of the primary election itself was the second Tuesday in March.

Even frivolity now has to work with such formulas. January 13, 1944, being the second Thursday in January this year, the Union Society for the Detection of Horse Thieves and the Recovery of Stolen Property scheduled its annual chase and mock hanging of a prominent "horse thief" for that day. The affair, which has a tradition of 132 years, and in fact was a serious undertaking at a time when horse stealing ranked next to murder in seriousness of crime, was finally called off this year but has in the past been an excellent "feature possibility" for writers and photographers—unless they missed it because of the lack of a fixed date or failure to consult *Predate*.

On the welfare front, the next day marked the official start of the annual fund-raising appeal of the National Foundation for Infantile Paralysis which annually reaches its climax on the President's birthday, January 30—another date which, floating around the calendar, causes considerable difficulties in scheduling and promoting the annual birthday balls in different localities. The same is true for such promotions as the "Junior Chamber of Commerce Week" and the annual "Large-Size Promotion" in chain drugstores, both beginning January 14 this year but not in 1945.

This one week's examples, selected at random, suffice to throw light

on the current scene of scheduled news. The picture is one of confusion and waste. One special promotion week has ten days, another five. Conventions are forever shifting their dates within a usually narrow range to make their schedule fit the vacation or other plans of the members which in turn are fluctuating eternally with the calendar. The important problem of how to avoid scheduling of conflicting dates has to be done all over from year to year. Annual sports events, for which the schedule is all-important, hop on and off the bandwagon of the latest calendar human ingenuity was able to devise and agree upon. The famous Laredo, New Mexico, celebration of Washington's birthday—a three-day week-end affair which under The World Calendar could always begin on Sunday, February 19—is typical of hundreds of similar events now engaged in a hopeless pursuit of the "nearest Sunday."

What would this picture look like if we had The World Calendar? In the first place, the schedule maker's job could be done once and for all. Undreamed-of possibilities would open up for the promoter of annual events. Almanacs could finally shake off the dust of a largely retrospective attitude; they might include any number of annual events. Desk and wall calendars could be similarly brought to life. Promotional calendars for various fields could for the first time be safely prepared a year ahead of time, and their users would no longer be surprised by annual events popping up at the last moment, too late for adequate preparation. *Predate* itself could at last eliminate the deadweight of such information, limiting its current issues to spot news and new angles on standard events, for the rest referring to a basic handbook covering the whole year.

Symmetry, one might object, leads to uniformity which causes boredom. The answer is that annual events are not based on the surprise factor. The fact of their occurrence does not now become more interesting because identification involves a "guess when" game. An annual convention as such is news only in the relatively few cases where it has established a reputation for newsworthiness, such as the annual meetings of the National Association of Manufacturers or the American Medical Association. Generally, the spot news developed through the proverbial "headline speaker" or the subjects covered and new developments disclosed are the core of the resulting publicity. The annual football bowl classics do not lose in interest because everybody knows where and when they are played. In other words, standard events that fail to develop spontaneous news will drop by the wayside, as far as their actual coverage by press, radio and newsreel is concerned, regardless of how difficult or easy it may be to make their happening known.

Streamlined presentation of the basic date material would help not only those anxious to promote their events. Largely as a result of the

unpredictability of our calendar, there is now going on a hide-and-seek game between editors and promoters, the former seeking newspapers and the latter outlets. The World Calendar would arrange the standard newspapers for the first time so that they cease to be a field of booby traps and become solid hitching posts. *Predate*, incidentally, has often served as a mediator between these two groups, causing hundreds of feature articles, editorials, and radio program features on which, without this bridge across the gap of the future, the twain would never have met.

In this respect, editorial and advertising deadlines are extremely important. And the problem is complicated by the fact that too many publicists still think of their work in terms of dailies only, missing important chances with weekly and monthly magazines whose deadlines range as far as four months ahead of time, and in turn depriving these magazines of sometimes valuable newspapers. Finally, at the "spending end," advertisers and their agencies, as well as those selling space or time, would benefit tremendously from definite advance knowledge of the annual events in certain fields.

Today, private, individual "presearch" has to take the place of an orderly calendar. Such presearch is complicated and expensive—needlessly so as far as annual events are concerned. For the newsman, it is a permanent headache which *United Press Predate* can relieve but not cure since inclusion of the innumerable annual events of purely local significance would defeat the purpose of this national advance news service.

The basic remedy is The World Calendar.

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### DR. HERBERT L. WILLETT DIES AT 79

DR. HERBERT L. WILLETT, one of the nation's outstanding figures in the fields of religion and education, died at Winter Park, Florida, March 28, 1944. He was 79 years of age.

Dr. Willett was a member of the faculty of the University of Chicago for many years, and from 1916 to 1920 was president of the Chicago Church Federation. From 1920 to 1925 Dr. Willett was the Chicago representative of the Federal Council of Churches of Christ in America and later served as chairman of its Midwest committee.

His scholarship was recognized beyond the bounds of Protestantism. Jewish scholars sought his counsel as a noted Talmudist. At a dinner given in his honor a decade ago at the Covenant Club, he was affectionately introduced as "an honorary rabbi, whose knowledge of our people, their language and traditions matches our ablest teachers." Like the late Dr. William Adams Brown, he was an ardent advocate of a fixed Easter on the second Sunday in April.

Until only a few months prior to his death, Dr. Willett had been the pastor of the Union Church in Kenilworth, Illinois. Both in his capacity as a minister and as an educator, and as an associate editor of *The Christian Century* he contributed greatly to the work of The World Calendar Association.

He was the author of innumerable books—among them *Life and Teachings of Jesus*, *Basic Truths of the Christian Faith*, *Prophets of Israel*, *The Call of the Christ*, *The Bible Through the Centuries* and *The Jew Through the Centuries*.

# WORLD CALENDAR ADVOCATES URGE ADOPTION

By *Vincent Johnson*

**From Pittsburgh, Pa., Post-Gazette, September 25, 1943**

*"Thirty days hath September" . . .  
Still it does, but this remember:  
Eight months have them, in perfect order,  
But thirty-one days start every quarter,  
December gets an extra Saturday—  
While "W" ends the year that way.  
Leap Years have an added boon,  
An extra "W" that comes in June.*

THE old verse relating the lengths of the months—familiar alike to vacation-minded schoolboys and to inventory-minded business men—will have to be revised into couplets like the above if The World Calendar Association gets its way.

The Association favors adoption of The World Calendar as an improvement over the Gregorian, which most of the world has been using ever since 1582 and which reformers have been abusing ever since the new calendar was devised.

Retaining all the progressive features of the Gregorian calendar, the new system at the same time would eliminate existing absurdities, inconveniences and unbalance, its advocates maintain.

Lengths of the familiar 12 months are rearranged in The World Calendar so as to equalize the quarters of the year into 91-day periods. Instead of 365 days there are 364 and a Year-End Day designated as December W (December 31).

Since 91 days cannot be divided among three months equally, the first month of each quarter is given 31 days. This gives January, April, July and October 31 days each and the rest 30.

Every year and every quarter begins on the same day, Sunday, the

first day of the week. Consequently the same day of the month comes on the same day of the week every year. This will be a source of infinite relief to the traditional witness in the crime melodrama who is asked by the prosecutor where he was 11 years ago on the night of January 19.

The last day of the year—December W—is designated as a World Holiday by all countries adopting the new calendar. The theory is that on that day the calendar takes a holiday, so the people who reckon by it might just as well take one, too.

Leap year is provided for by adding an extra day after June 30, to be known as June W.

Christmas, universally recognized as a holiday December 25, always comes on Monday in The World Calendar.

Religious and secular holidays are to be fixed by their respective groups. There would be a special meeting of all churches to agree upon a fixed Easter, the date now suggested being Sunday, April 8.

Like Federal Union and other movements, The World Calendar depends on international cooperation to achieve its purpose. Fourteen governments already have officially approved the calendar. They include: Afghanistan, Brazil, Chile, China, Estonia, Greece, Hungary, Mexico, Norway, Panama, Peru, Spain, Turkey and Uruguay.

Several global organizations, like the Chambers of Commerce of the British Empire and the Universal Christian Council, are sponsoring it internationally. In the United States it has won the approval of the National Education Association and Chambers of Commerce, including that of Pittsburgh which earlier this month sent a report on its advocacy to the United States Chamber of Commerce.

Two large industries, motion pictures and radio, already have adopted a quarter-year of exactly 13 weeks in a 12-month calendar as a basis for contracts, reports and calculations. If other firms were to do this, beginning their quarterly divisions on the first Sunday of January, April, July and October and regarding the 365th day separately, the transition to a new calendar would be accomplished without friction, World Calendarites claim.

The World Calendar is expected to lend harmony, order, stability and balance to the computation of production, pay rolls, deliveries, purchases and to relieve that annual headache, the inventory.

Labor would benefit by the elimination of pay-roll inconveniences and irregularities occasioned by the present calendar.

The farmer—whether his crop is milk, livestock or grain—will find his work easier and his profits greater when and if The World Calendar is adopted, according to Professor E. R. Gross, of the department of agri-

cultural engineering at Rutgers University. Professor Gross has this to say:

"Whether it is the planting of a crop, its cultivation or its harvesting; whether it is the purchase, the feeding or the sale of livestock; and even though the day's routine may be as methodical and constant as that of the average dairy farmer, the days, dates and periods of the year must be readily comparable with the periods of previous years.

"With one month having five Sundays and four Saturdays last year and with the situation reversed this year, and with days and dates constantly changing, comparison is difficult if not impossible. Planning takes extra time and time on the farm today is more than money."

The rule of thumb in retail merchandising is the provocative phrase, "Beat last year's figures." To a large extent, the success or failure of every season, every regularly scheduled sale and every single day is measured by a comparison with the corresponding figures of the previous year.

Trend in "figures" is just as important to the retailer as the trend in the fashions that clothe them.

The World Calendar, with every year, quarter, month, week and holiday the same, enables the retailer to set up a standard for planning the week's merchandising.

Educators favor some form of world calendar which will balance and stabilize school schedules.

Final appeal of The World Calendar is to the housewife, who is scrimping these days not only to save money but ration points as well. Well-ordered calendars, advocates of the system believe, make for well-ordered meals.

Children may have some difficulty changing over from their old nursery rhyme—

"Thirty days hath September, April, June and November . . . "

That verse neatly covers the idiosyncrasies of the old calendar. But there's always the chance that some day it will be replaced—by a verse explaining the advantages of the new.



# TOMORROW'S CALENDAR?

**By Curt B. Beck, Editor-in-Chief, The Tech Engineering News, Professional Journal of the Undergraduates, Massachusetts Institute of Technology, December 1943 (Abridged)**

**T**HIS is the day and time that everyone is thinking about far-reaching improvements of our living conditions. Postwar planning worked out to the most minute detail, in fact, a complete social and economic revolution is staring us in the face—the proposal and adoption of highly idealistic governmental policies confronts us on all sides and we are assured again and again that, comes the peace, we will never again see the world we were used to back in the twenties and thirties. Along with all of the postwar panaceas comes a suggestion which has struck the editors of *Tech Engineering News* as being worthy of much more credit than it has yet received. This is The World Calendar reform plan, also known as the 12-month equal-quarter plan, which, if adopted, we think will contribute as much to human comfort and orderly living as any other single postwar proposal. But this is not an editorial, so let us investigate the facts of the matter, for this sensational idea has as its basis good common sense backed by a long-needed reform in our method of counting the days.

It was primitive man who made the first contribution towards regimenting our daily actions when he divided the day into 24 hours. The Babylonians divided the hour into 60 minutes and the minutes into 60 seconds. The 12 moon cycles of  $29\frac{1}{2}$  days each soon gave rise to the concept of integrating the four seasons into a year, and Julius Caesar was the first one to do anything concrete in this respect. He found the mean solar year to be  $364\frac{1}{4}$  days and thus originated the first of the modern calendars, the Julian calendar. Leap year was of course necessary every fourth year to keep the balance. The Julian year was inaccurate itself and missed being a true year by 11 minutes and 14 seconds, or one day in 128 years, an error which amounted to 10 days by the time of Pope Gregory XIII in the sixteenth century. After five years' investigation of the problem, Pope Gregory established the modern or Gregorian calendar, skipping 10 days and eliminating leap year in all centenary years except those divisible by 400 to correct the mistake. Modern astronomy has found that the solar year is 365 days, 5 hours, 48 minutes, and 46.15 seconds, and it has been proposed

that the year 4000 and all its multiples not be leap year to make the final correction.

An interesting fact about the English adoption of the Gregorian calendar (some years after the Catholic countries had adopted it by papal edict) was the fact that the 11 days between September 2 and September 14, 1752, were skipped. Even then labor unions were active, and the guild leaders were greatly set back when their demand for pay for the missing 11 days was refused. Among other changes brought about by this step-up of time, Washington's birthday was moved from February 11 (the actual date) to February 22 (the date by the Gregorian calendar).

The faults of the Gregorian calendar are obvious and numerous. The main objection to it is its complete lack of organization and its incongruity. One can never tell the number of days in a month, the date a certain day will fall on, or the day a holiday will fall on without a complicated recital of Elizabethan rhymes, counting on the fingers, or consultation of a calendar. Every year is different from every other year, and holidays hop from day to day in different years like a grasshopper. In this day of precise measurements, planned time, and the eternal struggle for maximum efficiency, this old calendar appears to have no place.

Of the two feasible plans which have yet been offered to reform the calendar, The World Calendar is by far the most satisfactory. (George Eastman's 13-month 52-week year idea has recently been dropped as impractical.) The World Calendar is simplicity itself. Contrary to the Eastman calendar, The World Calendar has only 12 months with the same names as they had before. The year is divided into four quarters, each containing three months of 31, 30, and 30 days respectively. Each of these quarters is of equal length, 91 days, and begins on a Sunday and ends on Saturday. An extra Saturday is thrown in after December 30 to make 365 days. Another extra Saturday is included in leap year, occurring after June 30. Both days are holidays. Every year is the same as every other year in all respects, since every date always occurs on the same day of the month any year.

The high point of The World Calendar is, of course, that it offers a solution to nearly all of the bad points of the Gregorian. Its main virtue is its simplicity, but it also offers ease of adoption combined with only a modicum of changes of the position of the days in our old system.

The group profiting the most by this arrangement will be the business men. These men suffer the most of any occupation from the vagaries of our method of indicating our position in the solar orbit. With every day of every month the same over a period of years, it would greatly simplify planning for future sales, something which merchants have to leave to judgment and chance at present. No longer would the business man have

to compare a five-Saturday September (as in 1944) with a four-Saturday September (as in 1943) and be required to judge sales by such a comparison. Moreover, with holidays stabilized as proposed in the plan, unevenness of demand will be largely done away with, as in the case of Easter. Easter, which can vary anywhere from March 22 to April 25 (thanks to a decree of the Council of Nicaea in 325 A.D.) could be fixed as April 8, historians' most recent approximation to the exact anniversary of the Resurrection. Thus the post-Easter postponement of purchasing would always come after the eighth of April and not anywhere between the twenty-second of March and the twenty-fifth of April. For the necessary stocks of merchandise, for example perishable foods, could be more easily estimated if the merchant could compare any date with a date corresponding exactly in previous years.

The small business man is by far not the only one who would benefit by calendar reform. With all days the same, holidays can be put either on a Monday or a Friday, thus incorporating them into the week-end, and avoiding costly midweek shutdowns. Another important improvement is the four quarters into which the year would be divided, which will greatly simplify the methods of accounting.

The government and the law profession will also benefit by the new plan. The data upon which all the wartime (and after war, peacetime) agencies base their policies would be easily comparable to former years' figures, thus rendering the formulation of future decisions much simpler. The obvious benefit to those concerned with laws, contracts, legal dates, etc., scarcely need be mentioned. The division of the year into unequal quarters has long been a thorn in the side of all those engaged in any legislative or legal activities. Summing up, the legal profession is one of which the very nature depends upon accuracy, conciseness, and an absolute maximum of coordination and efficiency, all of which the well-ordered World Calendar would provide.

In the world of finance the same benefits apply as do to law. The equal-quarter modification is especially attractive, since it will equalize the period of loans, usually computed upon a quarterly basis. As in the case of statisticians, the use of graphs would be greatly simplified and the graphs themselves would be much more significant, since every month is comparable with the corresponding month of any other year.

One of the most delicate issues of calendar reform concerns religion. A few changes in the exact relation of religious dates to dates in the Gregorian system would have to be tolerated, but these should be inconsequential. The World Calendar changes only six days or dates in the present calendar year of 365 days. They fall between February 28 and September 1. The six months from September 1 to February 28 continue as today. The thirty-

first of December, regarded as the double or extra Saturday, becomes the permanent World Holiday (Year-End Day). Notwithstanding, the Protestant Episcopal Church, the Council of Bishops of the Methodist Church, and independent rabbis and priests of the Jewish and Catholic Churches have given their approval.

Of most interest to readers of T.E.N., the 12-month equal-quarter plan has the unanimous approval of scientists. For, as a result of actual consideration by international commissions and scientific bodies, science has shown overwhelming favor for this plan. Professor Harlan T. Stetson, in charge of the Cosmic Terrestrial Research Laboratory here at M.I.T., is one of the many scientists who have endorsed the plan and who believe actively in it. Professor Stetson was Secretary of the American Association for the Advancement of Science when this body passed unanimously a resolution for the adoption of the 12-month equal-quarter calendar (The World Calendar). President Compton of the Institute was also President of the A.A.A.S. at the time. Beside the approval of the A.A.A.S., this plan has been approved by a committee of international scientists and several American scientific and technical societies.

The only hindrances at present to the adoption of the 12-month equal-quarter plan is the general feeling of apathy to such a change which world powers like Great Britain and the United States bear. Fourteen other countries, including China, Norway, Turkey, Greece, Mexico, and Brazil, have signified their endorsement of The World Calendar idea. But it is still up to one of the larger world powers to start the ball rolling. Calendar reform has many disciples in high places (such as Mohandas Gandhi, who said that anything that might help to unify the Indians would have his support) and The World Calendar plan has so far been the most acceptable one yet drawn up. Once the apathy to change and the conservatism so prevalent before the war are broken down this plan may be accepted. It is a certainty that such a change is a necessity, for our old calendar has proven itself unsatisfactory for many centuries. The Editors of *Tech Engineering News* would like to go on record officially for The World Calendar plan as put forth in this article, for we believe it to be a necessity for the better world towards which mankind is eternally striving.



# NEED COMMON DENOMINATOR TO WELD THE PEOPLES OF THE WORLD

*By Emerson Brewer, Director of The World Calendar Association*

SURGES of selfishness are evident throughout the whole world. Detroit had its race riots. Harlem had its day of vandalism. In a quiet resort in the Quebec foothills, Canada's red-coated police guarded highways, hotels and homes against anti-Semitic mobs. Jews and Arabs, Moslems and Hindus bicker and plot. Faction is pitted against faction in the camps of the enemies. Allied leaders ponder the after-war policies of their collaborators.

In a world where millions of men, billions of dollars and the entire natural resources of nations have been pledged to thwart bigotry, intolerance and ignorance, there still burns an underlying passion of ill will and suspicion—kept alive, nurtured and given impetus by selfish purposes. Before the dust of battle has settled, nations squabble and statesmen worry about territorial domination, about after-the-war divisions and about the immediate problems of who will be fitted for the toga of command and who will wear the crown of thorns.

It is tragically ironical in the greatest, the most savage and the most ruthless war the world has ever seen—fought for the avowed purpose of ridding civilization of the cankers which would eventually bring it to decay—that matters like these should be permitted to sidetrack the real objectives of this gigantic struggle.

The foremost objectives are the winning of the war; the eradication of those things which have brought the world to this state of selfishness, greed and lust for power; and the culture of a new civilization based on good will and cooperation with one's fellow man. There is also an urgent need for an appreciation of national and personal problems, and a clearer realization of the economic problems that face each of the world's various peoples. Only by the godly adherence to the teachings of Christ and ethical laws, and by the practical application of honest common sense, can this be achieved. It is by these precepts that the world can live again, and by plans based on these principles that free people can once more be free.

The Four Freedoms, interpreted as they may be by various schools of thought, can only become the way of life for millions and millions of people if leaders of the victors and leaders of the vanquished dip into memory's bitter reservoir and begin to plan for the greatest good for the greatest number of people, irrespective of national or racial prejudices; a plan based solely on the common fellowship of man. The changes in war machines, the changes and innovations in this global war presage changes and adjustments in *all* international and national relationships. Gone are the days when men and rulers rise to power and wealth using the bodies or the minds or the misfortunes of less fortunate people as their ladder to dominance.

There are people who fail to recognize this change. There are others who have seen its light on the horizon for more than a decade, yet who nevertheless continue to combat its coming, willfully hiding their heads in the sand and refusing to acknowledge the imminent transition. Then there are those, more farsighted than their brothers, who have long seen the approaching change, yet seek only to temporize.

It is the consensus of opinion that this change rides toward us like a tidal wave—direct, steady, powerful, inevitable. Economists, statesmen, educators, sociologists, rich and poor, all agree that change is inevitable. It appears that the purposeful and victorious route to follow would be the acceptance of this theory. Then, having accepted this as a fact, to plan for the long haul; not for the moment, but for the civil, social and political world as it should be tomorrow and for years to come.

This will mean reorganizing our diplomatic thinking and our personal and political planning on a new basis, on a basis of the common good and selflessness. If the citizens of this nation or of other nations may wish to regard this new global objective in terms and conception less Biblical, they can think of such a long-range plan in the terms of good, old-fashioned common sense. Either precept will lead to the same conclusion and pay the same powerful, valuable and necessary dividend. This dividend or international bonus will be freedom from want, freedom from fear, freedom from greed, and freedom from selfish, exploiting neighbors, nations and governments.

This principle is world shaking in its contemplation. It is almost like asking the leopard to change its spots; because too many nations in the past world history have risen to power and wealth by the application of the rule of force. The result has usually been eventual national, political and economic bankruptcy; and in their achieving momentary success and power millions of people have had to suffer. Millions of people have died in ignorance, squalor and want.

From these dead, sacrificed on the altar of political, national and mili-

tary ambitions, has arisen an antagonism that eventually reacts on the perpetrators of these inhuman practices. But in its doing and in its accomplishment, people have suffered and died while others have lived in despair and hopeless disillusionment.

But what is the answer to this problem? Upon the solution of this depends the future happiness and welfare of millions of people now smarting under the whip of dictators, poverty, ignorance and starvation. The solution, if it is to be a real solution and not a mere palliative, should be based on justice and equity.

We can defeat the dictators as they rise. We are strong enough in guns and planes and tanks. But, if we do not understand what made them and are not prepared to remove the causes that made them, then by merely destroying these individuals—these dictators—we have failed. On every side we hear: "Destroy the Fascists and the Nazis and the problem is solved." To follow this, and follow this alone, would lead to inevitable failure and defeat in principle if not in fact, even though the battlefields of Europe will have raised many decades of crops.

We do not know all the complex causes that bring these men to power. But we do know this. In a military way this war is being won by factories and production and manpower; but production and factories and manpower alone cannot win the peace. It is not enough to cure the epidermal rash: we must seek deeper, destroy or cure the malignancy which brought about this eruption throughout the surface of the world. In seeking the fundamental causes, in our various experimentation it is primary that we should first establish those things which are common to all.

It is a problem involving many millions. The basis of the solution depends largely on the uncovering of a common denominator. Facts, products, thoughts and hopes, all must be discovered, which will affect us all in practically the same way, and thus bring about greater mutual understanding.

As we study history, as we look through tables of statistics, as we search libraries and interview statesmen, martial leaders, and administrative executives, business men, homemakers and welfare workers, there is found one thing that is common to all peoples and conditions. That one thing is Time.

Time, as regulated by the clock, is world wide in its general acceptance and in its ordered, equitable and steadfast arrangement has won world-wide application. Time as regulated by the calendar differs throughout the world. There are peoples, primarily living in Asia, who still reckon by a moon-sun calendar and this differs in detail whether used in India, China, or Malaysia, while, of course, religious calendars with their different feast-days are most variable. Adoption then of a civil calendar for the

world, a calendar that is universal in its adaptation and in its cultural and utilitarian use, is an acceptable common denominator for which the world is searching.

The Gregorian civil calendar, upon which we depend so definitely and which is in practical use among the governments of the world and all international affairs, is one of the most outmoded and unsatisfactory of systems. The new civil calendar, The World Calendar, is a common and world denominator of counting days, weeks, months and years. These give us the one time-language, the one peg upon which can be hung international understanding, international thought and international cooperation. The brown man of the Indies, the black man of Africa, the yellow man of China, the Polynesian, the Javanese, and the white man of Europe and the Americas, have in The World Calendar a common system of time. Here is established, too, universal days upon which all can meet. Here can well be the start to a general understanding of problems facing men of all colors and creeds, men faced with problems peculiarly their own, or those of their immediate neighbors. It would be a real first step toward uniting all nations for all time, in the realm of time.

In this new common denominator, the civil World Calendar, in its arrangement of equal-quarter divisions, there is unfolded to us a real understanding of equity and justice. In the comparable 91 days or 13 weeks or 3 months within the quarter-year divisions, there is found perfect order and agreement; and with the new Year-End Day and the new Leap-Year Day, there are secured not only the scientific accuracy and the stability of the calendar, but these World Holidays, universally observed, also offer a time indicator that unites all men and nations and races as one.

The world is in a dire emergency. Political and diplomatic problems are so vast that they seem almost unsolvable to our finite minds, and it will take many years to find the solutions. But the new civil World Calendar is knocking at the door. Close the door and years must pass before another opportunity offers itself.

The adoption of this common denominator of time is the sesame that may well open the door toward solving other problems confronting the nations of the world. A beginning will have been made and a possibility offered which should not be taken lightly, ignored, or thrown aside as not worth our consideration *now*—today.



# IN TIME OF WAR PREPARE FOR PEACE

*By Ernest Camp, Jr.*

*Mr. Camp is a graduate of the University of Georgia. Being the son of a country newspaper publisher, he went to work, at graduation, for the Associated Press in Atlanta. But the cadence wasn't fast enough and he came to New York where, since that time, he has made his home. Advertising agencies and manufacturing organizations had been his background until he landed as assistant advertising director at Seagram Distillers. In between, Mr. Camp has found time for a great amount of writing on subjects ranging from a syndicated newspaper "column" to serious studies in social psychology, philosophy and politics. In recent years his leisure time has been devoted chiefly to reading and writing on the problems of the peace.*

**T**O the multitudes of individuals and agencies now engaged in post-war planning it daily becomes more apparent that, while waging this global war is difficult, *waging the peace may be more so.*

Some hint of the magnitude of the task is conveyed in the following words of Bernard M. Baruch, who, with John M. Hancock, heads the Advisory Unit for War and Postwar Adjustment Policies:

"Victory is our first and only duty, but just as we prepare for war in time of peace, so we should prepare for peace in time of war. Through preparation we visualize prosperity that is sound and lasting. We see not merely civilian needs crying to be filled but a world requiring the things we can supply. The frame of our operation shows the gigantic nature of the change-over. It affects every part of our economic life. Nothing comparable ever has been known before. . . . It is an easier task to convert from peace to war than from war to peace."

Clearly, the years ahead constitute an era that cries out for—and belongs to—daring, open and imaginative minds. Minds with something of the quality of pioneer enterprise that sent Columbus questing westward for new and unimagined worlds; the same spirit of high-hearted and resourceful experiment which, in a later age, conquered a wilderness and founded the democratic dream on the North American continent.

In the postwar planning now going on around us, there is abundant evidence that here in America we do have such minds—many of them—already busy grappling with the manifold complexities of the world to come. To judge from the progress made to date, we have by now left far behind that mood of cynical defeatism which was a natural by-product of our isolationist infancy as a great world power.

A careful examination of the plans already published reveals a surprising amount of agreement as to basic objectives. Despite superficial differences as to detail, there is a degree of open-mindedness and candor which shows how far we have come in the years since Pearl Harbor. It shows itself in a willingness to re-examine the entire structure of an obsolete world order, including grave errors at home and abroad, with considerable honest humility. Heaven knows, it's about time!

Someone has said that the true "fifth columnist" today is the defeatist, the person who sells the future short. We of the living generation *must* believe in the future. Believing in it, we can do no less than go to work building it with all the strength that is in us. The duty falls with all the more force upon those of us who, for reasons beyond our control, remain at home while sons and brothers carry the torch of humanity on the fighting fronts.

If there is any single point on which almost all of our planners are agreed, it is the *total* nature of the present war and the necessity for total participation by the masses of the people everywhere in the shaping of the principles on which we shall build the peace. A people's war, it is agreed, must issue in a people's peace. And it is generally agreed that the time to think out its principles—if we are to heed the lesson of World War I—is not after the cessation of fighting, but *now*.

As Mr. Willkie well said in 1942: "After the last war the peace failed because no joint objectives upon which it could be based had been arrived at in the minds of the people. The League of Nations had been created full-blown; and men and women, having developed no joint purpose except to defeat a common enemy, fell into capricious and irrelevant arguments about its structural form. . . . Agreement in detail is not necessary, or even desirable. But unless we are to repeat the unhappy history of the first World War, agreement in principle must be won. Moreover, it must exist not just among the leaders of the Allies. The basic agreement I am thinking of must be established among the Allied people themselves. We must make sure that these peoples are fighting for essentially the same thing."

With this thinking I am heartily in accord. As a writer and advertising man who has made a career of influencing public opinion, I could

"think no other." I have a healthy respect for the magnitude of the task involved in changing the opinion of a single state. A large city, even. It needs little imagination to visualize how broad must be the base of public acceptance if this people's war really is to issue in a people's peace freely accepted by ordinary people everywhere.

If that foundation is to be well laid, what we shall need is a *rebirth of popular self-government*—local, state, national and world—such as this planet has never seen. On the local plane, we need to revert, literally, to the stage of politics represented by the "town meeting" of New England's early days. I am happy, by the way, to see this fine old custom taking root again in various parts of the country.

The trend deserves encouragement. Properly nurtured, it can give rise, I believe, to a new and healthy growth of democracy—a new growth of genuine cooperative accomplishment, a fertile new identity of interests and ideals. Obviously, this would be the most productive field possible for purposeful social planning.

At every stage of our planning, any proposal or device, however homely it may seem beside the high-sounding phrases of global strategy and geopolitics, if it holds any hope of substantial contribution to this democracy of ideas, should be brought forth and discussed.

In fact, it is my profound belief that the only sure foundation for agreement on *great principles* is the experience of cooperation gained through the joint solution of *common, everyday problems* that intimately touch the lives of Mr. and Mrs. Average Citizen; problems that they can understand.

Surely, a logical starting point in any design for a more unified world order might well be some widespread popular need on which there is well-nigh universal agreement, and the benefits of which would be universal, extending to every one of the two billions of individuals inhabiting the troubled earth. It seems to me that the stable World Calendar of 12 months and equal quarters holds unique possibilities here, as a sturdy and enduring foundation stone in that edifice built by many hands—a people's peace.

In the kind of postwar world now shaping up, The World Calendar could have a logical, indeed a central, place. If there is any one idea which dominates our planning, it is that conveyed in the single word, *production*. Not just production for production's sake, but *production for a new world of plenty*. Everywhere today there is growing recognition of a fact which looms gigantic over the modern world:

For the first time in history, there is now enough potential wealth to provide an improved average level of well-being for the common man the

world over; now, for the first time, it is possible to achieve a dynamic, expanding world economy—a true economy of abundance—with a constantly growing production and improved distribution of better goods.

As a hard-headed business man, however, I insist that the attainment of this eminently realistic and reasonable ideal will call for a degree of efficiency in the utilization of the earth's resources such as few of us, outside the cloisters of pure science, have ever dreamed. Waste of any kind will be recognized for what it always has been—not a badge of distinction but a *social crime*.

We who have grown up amid the most prodigal excesses of waste will need to acquire a sharp and vigilant new emphasis upon the adaptation of social means to social ends. It is only within the comparatively recent past, for example, that we have become conscious of the necessity for conserving our natural resources—our timber, water power and arable land. Of more recent years we have begun to recognize the even more acute need for conserving the greatest asset of all—our *human resources*.

Now what has all this to do with The World Calendar? Just this: basic in any attempt to achieve a more efficient and better use of our human and material resources should be a due regard for the conservation of time, the very stuff of life. Here we collide head-on with one of the most wasteful customs of an otherwise relatively efficient machine age, the archaic and antiquated calendar wherewith we reckon time in irregular months and wandering weeks and changeable days.

The present Gregorian calendar represents a daily, egregious and remediable form of waste, one whose effects are all too often overlooked precisely because they are so all-pervasive, ubiquitous as air. But it is hot as inevitable as air, and a new-world mentality impatient of ancient wastes, ancient divisions, ancient wrongs and follies would do well to deal summarily with it, grateful that such a seemingly durable relic of an outmoded past could be dispatched so easily.

When a scientist enters his laboratory to conduct an experiment in chemistry or physics, practically the first thing he does is to set in order the yardsticks which measure the natural phenomena with which he deals: locks, thermometers, barometers, scales, galvanometers, calipers.

I submit that the architects of tomorrow's Better Way might well begin likewise, by calling for the discard of our outmoded calendar and for the adoption of The World Calendar instead, which sets to order the months, weeks and days, correlating these in uniform quarter-year divisions.

How truly it has been remarked: time-marking is time-making!

Such a change would improve the daily lot of mankind the world over.

But in another, equally real if less tangible sphere, it would exert an ever more far-reaching influence.

I refer to the symbolic effect which its general adoption would exert over diverse peoples everywhere, tending toward a fundamentally changed world outlook. To millions it would be the dramatic herald of a new and better world. It would underscore the break with an unhappy past—past which in one generation produced the two most devastating wars and the greatest depression in history. The slogan, "A New Calendar for a New World," would realize the full potential of its tremendous promise.

Even more potent symbolically would be the practical object lesson in international cooperation. Arguing from the nursery principle that we crawl before we walk, it would be an admirable vantage point from which to survey other and more urgent grounds of mutual interest.

I believe that Elisabeth Achelis, President of The World Calendar Association, is correct in her often-stated belief that one unique feature of this calendar alone—its one, and occasionally two, World Holidays—would be bound to exert a unifying influence on all nations.

Viewed in either its practical or its symbolic aspect, I cannot see how such concerted action in answer to a common need could fail to be an incalculable force for world amity and order.

Standard time (to which The World Calendar seems the natural complement required only six years for its adoption, from the date it was first proposed to the time it became international in use.

The sensible modern innovation of Daylight Saving Time was first proposed in England in 1907 and adopted nine years later—a product of the exigencies of war.

In contrast with this practical promptitude, note our long-suffering loyalty to the Gregorian calendar: 362 years.

Again the exigencies of war urge a reform already long overdue in time of peace. The need was never greater, the opportunity for a smooth change-over never better. *Here is one plank that belongs in every postwar plan.*



# CURRENT PRESS COMMENT

## One Free Day

London Sunday Times

March 19, 1944

THE eighteenth century was the classical century of the highwaymen, but its most romantic theft was perpetrated by Parliament in 1752, when, as every schoolboy knows, unhappy people marched angrily about shouting, "Give us back our 11 days." For 11 days, no mean space of mortal life, were kangaroed to bring us into step with the Europe of the Gregorian calendar.

Governments move slowly and Treasuries refund reluctantly, but there does now seem to be a chance of repayment by instalments. We shall get our days back, one at a time and one a year, if the calendar reform proposals Rear-Admiral Beams has aired in Parliament go through. The particular beauty of his plan is that every year there will be an extra free day which will not be a regimented day with a number and a unit, not attached to any particular week or month, but a really free day, outside the legal and any other calendar. As the burden of the fixed obligations and duties of life in a modern community are elaborated, the need for a reather becomes ever more marked; and the new health centres will teach men and women to make the most of the glorious freedom of the day outside the calendar. No questions must be asked in Courts of law how the free day is spent.

## Praises New Calendar Plan

Springfield (Mass.) Sunday Union and Republican

April 2, 1944

LISABETH ACHELIS is a New York woman who has for many years devoted all her energies to promoting a universal calendar. In *The Calendar for everybody* (Putnam's; \$1.50) she pleads

the usefulness of the new civil calendar to men and women in all walks of life. Her arguments are presented in a thoroughly logical and persuasive manner which deserves a considered reading on the part of the public.

## Improved Calendar

Mason City (Ia.) Globe-Gazette

June 2, 1943

I HAVE always felt that just about the most potent argument for calendar reform is the confusion which occurs annually in connection with our holidays. The Memorial Day just past is a case in point.

Some communities observed it on Saturday, others on Sunday and still others—probably the largest number—on Monday. Nobody seemed to be quite clear on just when the observance should be.

Under The World Calendar plan—with 12 month of 26 weekdays each month and equal quarters—Memorial Day, May 30, would always fall on Thursday. Christmas would always fall on Monday.

This proposal has won the approval of many business, educational and scientific groups. They see in this orderly rearrangement of the present calendar many advantages, not the least of which would be complete comparability, with each day, week and month remaining the same year after year.

"The World Calendar of 12 months and equal quarters is the best answer I have seen to our business comparison problem," observes F. R. Atcheson, comptroller of one of Chicago's largest retail stores.

With a calendar that "stays put," a merchant could plan with certainty and buy merchandise without need for "taking long chances," he added.

The time is at hand, it seems to me, when another improvement should be made. I've never heard a good reason suggested for not doing so.

# EXCERPTS AND REVIEWS

## The Clubhouse

By CHIP ROYAL

*Syndicated Feature of the Sports Department of the Associated Press, May, 1944*

DAN FERRIS, the Amateur Athletic Union's rotund secretary, has added a lot of lines to his cherubic face in the 37 years he has been with the sports organization.

There have been so many worries that Dan can't remember them all. But he hopes to get rid of one of the biggest—the dates for scheduling games—as soon as Emerson Brewer can get The World Calendar approved by the powers that be. Brewer is Director of The World Calendar Association, an educational group which proposes to divide the year into four equal quarters each, made up of three months of 31 days, 30 days and 30 days. That adds up to 364 days a year. The extra day would be known as December W, a year-end holiday.

Dan's hope for eliminating one of his many troubles came about recently when Gustavus T. Kirby, an Amateur Athletic Union director, headed a committee proposing that the directors go on record as favoring The World Calendar.

The new calendar would benefit all sports. There wouldn't be any of that irregular scheduling we have now. Every year would be the same. January 1 would be on a Sunday. Saturday football dates would always be the same. So would the Thanksgiving Day ones.

It is easy to see how such an arrangement would facilitate the scheduling of athletic events, the planning of traveling time, and make for lower expense accounts.

Once set up, all sports dates would become perennial and, to a man like Dan Ferris, who has witnessed more than a million athletes in competition in more than 66,000 events at 3,250 meets, the consistency of dates would mean a lot.

It is doubtful that the people who witness the athletic events year in and year out appreciate the terrific amount of detail and red tape which must be cleared

and cut before the sports boys can do their stuff.

The same task also holds true for any and all groups having anything to do with dates. Probably that is why the ordered calendar plan has also been endorsed by the National Education Association, many college presidents, hundreds of chambers of commerce and business organizations.

This year is especially significant because the last four months are identical in both the 1944 Gregorian calendar and the new World Calendar. All one has to do is compare the last four months of this year with those of 1943 to get an actual picture of the savings.

Don't get the idea though that fellows like Dan Ferris will have an easy job with the streamlining of the calendar. There will still be thousands of letters to be written, hundreds of cups to be awarded, and hundreds of disputes to be settled.

But the good natured Irishman, who has so long occupied the corner office in the Amateur Athletic Union's Woolworth Tower headquarters, could go along with one less headache. And The World Calendar should help.

## World Calendar Meets All Objections

*From Postwar Digest, New York, N. Y., April 8, 1944*

TODAY when planning is one of essentials toward obtaining highest peak of efficiency in PW production, inadequacies of present calendar are forceful arguments for improvement. Year contains approximately 365.25 days that cannot be divided by 2, 3, 4, or 6—halves, thirds, quarters without off days remaining. First quarter is 2 days shorter than either of last quarters, and 2nd quarter matches none of others. Comparative reports have to be adjusted and difficulties are encountered in comparing business done on analogous days, as well as preparing statements of dividends, bond interest, taxes, operating costs, statistics, budgets, etc. To overcome these faults of present calendar in PW

eriod a perpetual and ordered World calendar is proposed by The World Calendar Association, as announced currently in large ads in N. Y. Herald-Tribune, Chicago Tribune, Chicago News, Chicago Sun and Washington Post.

World Calendar of revised 12 months divides year into equal quarters of 13 weeks or 3 months of 31-30-30 days, each month having 26 weekdays plus Sundays. This 364-day year gives comparability and coordination to various calendar units. Essential 365th day, December W, World Holiday, extra Saturday, keeps calendar in step with seasons. Every 4 years—leap year—another extra Saturday, 366th day, is added, June W, World Holiday. Every quarter is identical, and every unit within every quarter same. Stabilizing World Holidays, one intercalated at end of every year and another middle of leap years, bring about agreeing days and dates, holidays always on same day and date every year, accurate comparability for contracts, reports and calculations from year to year, saving of time, money, effort. Postwar planning and making of peace will be greatly aided when based on steady, harmonious, well-coordinated World Calendar. Good foundations beget good results. Acts of today foundations of tomorrow.

This year is important because last four months of 1944 in both present Gregorian calendar and proposed World Calendar are same. This is possible because Sunday, December 31, and what would be extra Saturday, December W (World Holiday), are both non-productive, non-business days. Thus an excellent opportunity is offered to test and study merits of World Calendar by using last 4 months of 1944 as basis of comparison for same period in Gregorian calendar 1943 and 1945. It is recommended, however, that long range objective should be to prepare for national and general approval in 1947—pre-presidential election year. Following 2-3 years would give adequate time for everyone to get their affairs in order for inaugurating World Calendar in 1950 when both calendars again agree—Sunday, January 1.

Accepted 24-hour clock adopted by Armed Services has proved natural forerunner for World Calendar. These two new and modern time-pieces are based on duodecimal number 12 divided into equal

quarters, thirds and halves—must in all time-reckoning. Captain J. F. Hellweg, U. S. N. Supt. U. S. Naval Observatory, Washington, and guardian of our clock time has stated: "U. S. Naval Observatory has approved very strongly World Calendar. Benefits from it are manifold, and differences from long-established customs are negligible. . . . My advice to all advocates of calendar revision is to devote their energies to only proposal which meets all requirements of situation, with minimum of upheaval and disturbance and maximum of benefits to mankind—World Calendar."

Among American and World leaders who have endorsed World Calendar are Gerard Swope, M. Albert Linton, Myron C. Taylor, Gano Dunn, Julius F. Stone, Ira Hirschmann; Lord Desborough, Sir H. Spencer-Jones (England); Rt. Hon. H. L. F. Lagercrantz (Sweden); and Dr. Ch'ing-Sung Yü (China).

## Seeks Global Community

By RICHARD W. WESTWOOD

From Nature Magazine, Washington, D. C., April, 1944

WE never receive a copy of the *Journal of Calendar Reform* that we do not wonder why something is not done about our obsolete Gregorian system. We fail to see any logical objection to the proposed World Calendar with its 12 months and its four quarters of 91 days each, plus its one extra "Year-End Day," and its "Leap-Year Day" sandwiched in between June and July every four years. We will confess we never were excited about the 13-month calendar idea, but we are unable to see that the "World Calendar" seriously upsets anything. If man can successfully tinker with the time of day, he certainly can equally successfully adopt a sensible and simple realignment of the days of the month. Perhaps in the plans for this post-war world the calendar will come in for consideration. In fact it would appear to be a good place to start in achieving that global community that seems to hold the most promise of accomplishing permanent peace.

## FROM THE MAIL BAG

I sincerely believe that The New World Calendar is a genuinely fundamental reform and one that will be of vast benefit to mankind. I hope that your efforts in support of it will soon be crowned with success.—H. S. Southam, Publisher, *The Ottawa Citizen*, Ottawa, Ontario, Canada.

The world needs the new World Calendar. The new World Calendar with a minimum of change accomplishes results of great value to the world, for it eliminates many confusions of dates due to the irregularity of the existing calendar. I see no sufficient reason why this important reform would not be welcomed by the world when they understand it, except perhaps the apathy due to custom. It might add to the calendar that the World Holiday following December annually and following June quadrennially could be dedicated to prayers for world unity, cooperation and mutual good will.—Robert L. Owen, Counsellor at Law, Washington, D. C.

Your plan is excellent. We have operated too long on a hit-or-miss calendar because no one dared to be different.—Hart Cooper, Attorney, Wilmington, Del.

This method of dividing the year has been one of considerable interest to me and one with which I heartily concur. Years ago I was an engineer with the Eastman Kodak Company, at the time they adopted the 13-month period basis. Since I studied that and other calendars thoroughly at that time, I became interested in the general manner of yearly calendar arrangement. The World Calendar is, however, a considerable improvement over that, from various standpoints, all of which you know; and I trust that it may have an early adoption, in order that the conveniences, advantages and economies in all phases of life, which it promises, may be soon realized.—Donald F. Othmer, Prof. of Chem. Engineering, Polytechnic Institute of Brooklyn.

I find myself a convert to the idea.—The Rev. Willsie Martin, Los Angeles, Cal.

The World Calendar will effect a saving of millions of dollars every year in the cost of printing alone. In fact, the features of the new calendar will soon be memorized by everyone; so that the day of the week for any date is known without the aid of a calendar.—D. L. Reaburn, U. S. Engineering Office, Santa Maria, Cal.

I have been familiar with the proposed World Calendar for some years and, while I never have had occasion to make a thorough study of calendar problems, it has seemed to offer the most simple, practicable solution for many existing difficulties.—Carl N. Schmalz, Treas., R. H. Sterns Co., Boston, Mass.

To spread the movement of calendar reform is today necessary more than ever.—J. Brunet, Regent Knitting Mills, Montreal, Canada.

For some time I have been interested in your World Calendar and am strongly in favor of its adoption—just as strongly as I was against the adoption of the 13-month plan, for reasons unnecessary to point out to you. Best wishes for the success of your project.—D. W. Hardy, Englewood, N. J.

I have long been in favor of The World Calendar—or at least of some adjustment in the calendar that would simplify life for all of us.—J. Frederic Dewhurst, New York, N. Y.

I am heartily in favor of the reform you are proposing. Now that we are thinking in terms of global strategy, this is an opportune time to consider the proposed change in our calendar.—F. A. Conrad, Univ. of Ariz., Tucson.

Needless to say I am very much in sympathy with The World Calendar and hope that it may be adopted internationally in the near future.—E. T. Towne, Dean, The Univ. of North Dakota, Grand Forks.

I consider adoption of The World Calendar imperative from every point of view.—Julius F. Stone, Industrialist, Columbus, Ohio.

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